65

BROADCASTING

combined with

Broadcast Advertising

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MAY 1, 1935

Canada and Foreign
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YOU CAN'T BE A BUSINESS MAN AND ALSO A WOMAN-HATER

You *know* it's the woman who buys. She's your best friend. The women in WOR's service area—a 7 billion dollar market—do the buying . . . just as they do anywhere else. But there *is* a difference. Their cosmopolitan interests—which WOR never forgets in its many programs—make them real leaders in public endorsement. Don't neglect them.

W O R

BAMBERGER BROADCASTING SERVICE, Inc., NEWARK, N. J.

NEW YORK . . . . . 1440 Broadway, at Times Square
CHICAGO . . William G. Rambeau Co., Tribune Tower
SAN FRANCISCO . . William G. Rambeau Co., Russ Bldg.
BOSTON . . . . . James F. Fay, Statler Building

Here are ANSWERS to problems of building better Recorded Programs for *Spot Broadcasting*

You are a spot broadcaster. You are anxiously concerned with building and producing successful recorded programs.

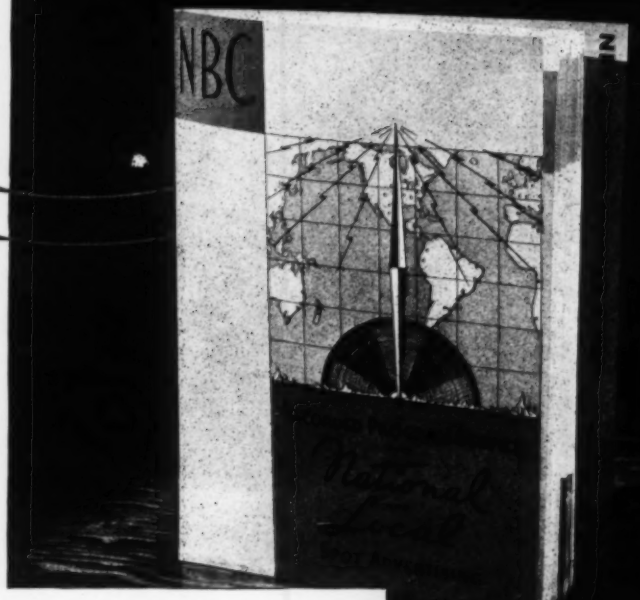
You have many problems, of course. Problems of casting suitable talent, creating interesting scripts, producing perfect recordings. Too, you probably get a grey hair or more making sure of correct and punctual deliveries.

We give you the answers to these and other problems in our new "Recorded Program Service" book which is yours for the asking.

Read it and you will discover that our newly organized Recorded Program Service can simplify recorded program building for you, intelligently and completely.

Write for this new book today!

WRITE FOR THIS BOOK!

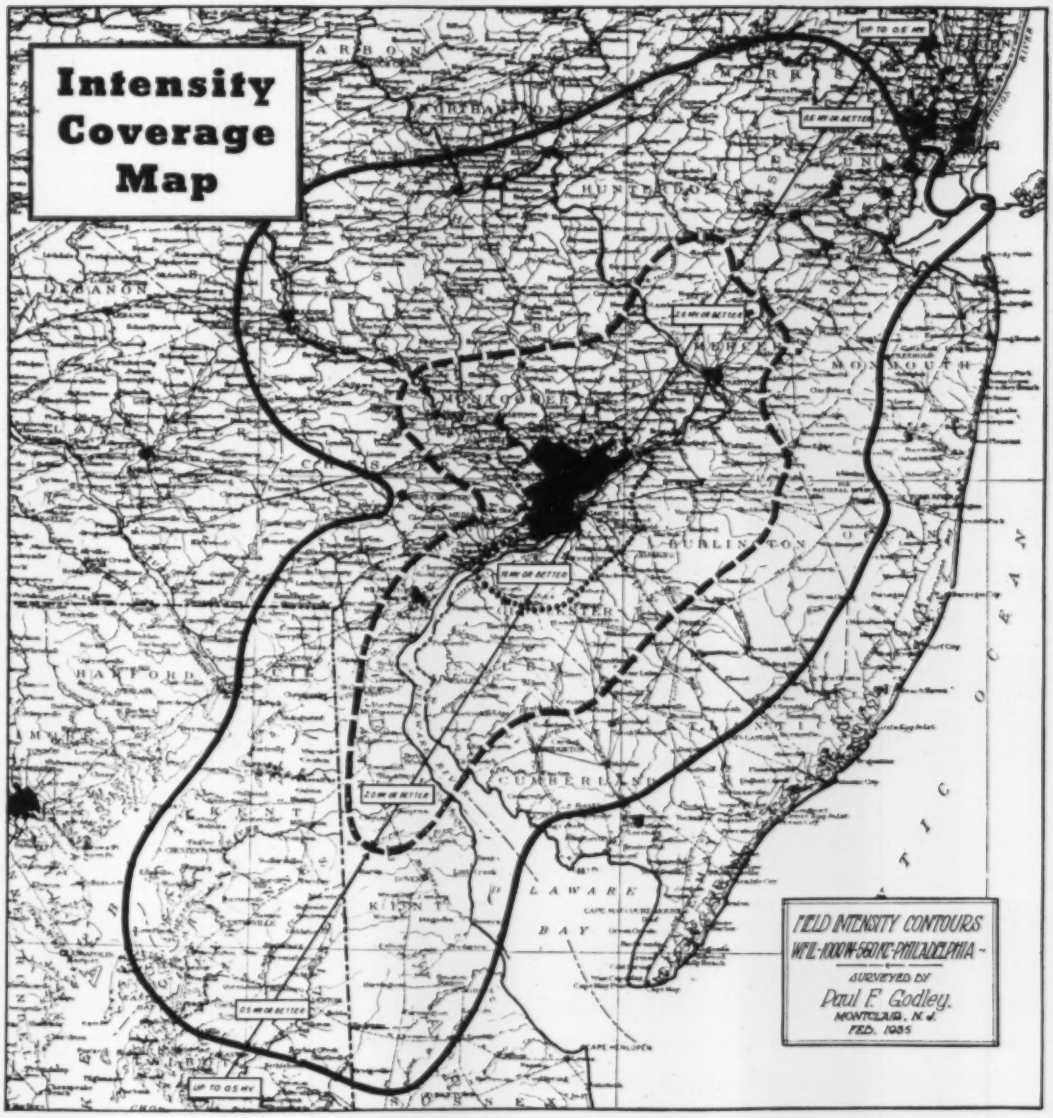


SPECIAL NBC SERVICE!
All series of NBC Recorded Programs can now be heard at your nearest NBC Associated Station.

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY ★ 30 ROCKEFELLER PLAZA, NEW YORK CITY

WASHINGTON • CHICAGO • SAN FRANCISCO



It covers the Philadelphia Trading Area

★

Write for new rate card and full details of the Godley survey. Here is scientific testimony to the coverage by WFIL of the Third Largest Trading Area.

560 Kilocycles · · 1000 Watts

WFIL adelphia

Only Philadelphia outlet for N·B·C· basic Blue Network

"A marvelous program, Mr. F&S!"

IF we're boring you about "F & S service", please stop us. But . . . In both our New York and Chicago offices, we have just installed a complete and comfortable Audition Room. Designed by sound engineers. Acoustically treated. Fitted out with the latest Western Electric Wide Range transcription reproducing equipment, for both 33 1/3 and 78 R.P.M. vertical and lateral recordings . . . These rooms will be available to all our agency friends and their clients . . . will also be used for auditioning World Program Service and other fine transcription features now available for sponsorship on F & S stations.

Even if you have never before tested "F & S service" — *especially* if you have never done so — you will be more than welcome to the use of our audition facilities.

FREE & SLEININGER, INC.

Radio Station Representatives

NEW YORK 110 East 42nd St. Lexington 2-8660		CHICAGO 180 N. Michigan Franklin 6373		DETROIT General Motors Bldg. Madison 1423		SAN FRANCISCO Russ Building Sutter 5415		LOS ANGELES C. of C. Bldg. Richmond 6184	
WHO DES MOINES *NBC Basic Red Network*	4,389,108*	WDAY FARGO *NBC Northwestern Group*	928,867*			WMBD PEORIA *CBS Basic Supplementary Group*	464,352*		
WCAO BALTIMORE *CBS Basic Network*	1,133,139*	WKZO KALAMAZOO *The Voice of Southwestern Michigan*	346,406*			WPTF RALEIGH *NBC Southeastern Group*	684,940*		
WGR-WKBW BUFFALO *CBS Basic Network*	1,544,828*	KMBC KANSAS CITY *CBS Basic Network*	1,394,581*			KTUL TULSA *CBS Southwestern Group*	606,066*		
WIND GARY—WJJD CHICAGO *Result-Getters in Chicago Area*	5,837,199*	KFAB OMAHA-LINCOLN *CBS Basic Network*	2,522,075*			KFWB LOS ANGELES *Warner Bros. Movie Studios Station*	2,200,000*		
WHK CLEVELAND *CBS Basic Network*	2,069,345*	WAVE LOUISVILLE *NBC Southcentral Group*	925,717*			KOIN-KALE PORTLAND *CBS Pacific Coast Group*	692,457*		
WAIU COLUMBUS *Predominant in Central Ohio*	1,433,606*	WTCN MINNEAPOLIS-ST. PAUL *The Twin Cities Newspaper Station*	2,137,792*			KOL SEATTLE *CBS Pacific Coast Group*	632,156*		
WOC DAVENPORT *CBS Basic Supplementary Group*	300,000*	KOIL OMAHA-COUNCIL BLUFFS *NBC Basic Blue Network*	1,363,985*			KVI TACOMA *CBS Pacific Coast Group*	728,000*		

* Population of primary daytime coverage area.

WATCH FOR ANNOUNCEMENT REGARDING FREE, JOHNS & FIELD, INC. . . . THIS PAGE, JUNE 1 ISSUE

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BROADCASTING
and
Broadcast Advertising

Vol. 8 No. 9 WASHINGTON, D. C. MAY 1, 1935 $3.00 A YEAR — 15c A COPY

Way Paved to Start Audit Bureau This Year

By SOL TAISHOFF

Joint Session of Broadcasters, Advertisers and Agencies Moves Swiftly Toward Bureau to Authenticate Coverage

MOVING with unexpected speed, representatives of the trade associations representing broadcasters, advertisers and their agencies met in executive session in New York April 22 and laid the groundwork for a cooperative independent bureau to authenticate station coverage and audience data. It will parallel broadly the functions of the Audit Bureau of Circulation in the printed media field.

Called together at the invitation of the National Association of Broadcasters, officials of the Association of National Advertisers and the American Associtaion of Advertising Agencies—the groups vitally interested—met in a round table discussion, agreed upon the fundamental theory, and proceeded with steps to hasten the formation of the proposed agency, which would act as a research bureau and clearing house for trade information of the broadcasting industry.

Both the NAB and the AAAA have enabling resolutions from their memberships authorizing deliberations looking toward creation of an ABC of radio. The ANA has not, but will endeavor to put itself on record in similar fashion at its convention at White Sulphur Springs May 7 and 8.

Six-month Goal

IT WAS AGREED at the session that the three trade groups, through duly designated committees, would convene following the ANA meeting to formulate a tangible project, with the hope of setting up the central bureau in the shortest possible time. The objective is to have the bureau a going concern within six months. Broadly, the discussion surrounded division of control of the bureau on a basis of 40% each to the broadcasters and advertisers and 20 per cent to the agencies, the latter assuming the lesser proportion because they function both for the advertiser and the medium.

In attendance at the joint meeting were:

For the ANA—Stuart Peabody, the Borden Co., chairman of the ANA board; Paul B. West, managing director, and A. W. Lehman, assistant managing director.

For the AAAA—John Benson, president; Frederic R. Gamble, executive secretary; H. H. Kynett, Aitken-Kynett Co., Philadelphia; Charles Gannon, radio director, Erwin, Wasey & Co., and Louis Weld.

For the NAB—Arthur W. Church, KMBC, Kansas City, chairman of the special committee of five designated last year to develop the plan; Edgar Kobak, vice president of NBC in charge of sales; John Karol, CBS research director; Philip G. Loucks, NAB managing director; Dr. Herman S. Hettinger, NAB research director, and Hugh M. Beville, chief statistician of NBC.

Details as to drafting of the plan, and formulation of a definite project, were left by the joint committee to the three executive officers of the trade associations—Messrs. Loucks, West and Gamble. After this group completes its deliberations, it will convene with the main "joint committee" for approval of the work, assuming, of course, that the ANA will vote approval of that organization's participation at its White Sulphur Springs meeting.

In the joint committee discussions over which Mr. Church presided only basic organization matters were gone into, with no definite understanding as to how costs would be prorated. It was tacitly agreed that the bureau should be an independent organization, owing its allegiance to no single trade association or industry, but working cooperatively and in unbiased fashion for all three.

Need of Accurate Data

THERE was unanimity of view on the need for such an agency, to supply authenticated data about radio coverage, whether from the technical standpoint or of the audience reaction species. The need, it has been emphasized, is for uniform data to displace haphazard and possibly biased surveys now produced by stations, or by research bureaus for agencies and advertisers. Through such a bureau, for example, advertisers and agencies could procure in standardized and uniform manner, identical data for all stations which subscribe to the bureau to displace the material now prepared independently by stations, most of which, it is contended, ultimately reposes in yawning waste-baskets.

The joint committee discussion presupposed a bureau which would move slowly and judiciously, undertaking at the outset perhaps an uncontroversial matter such as statistics on receiving-set distribution. Gradually it could invade the more complicated fields of audited coverage, such as listener surveys, field strength surveys and similar data.

Ultimately, however, it would cover the whole broad field, necessarily establishing precedent since there is no formula which it may follow. Control of its actions would be vested in the board of directors, split up among the NAB and ANA, possibly with equal representation, and the AAAA with the balance of the power represented perhaps by one-half the membership of the two other organizations.

Preparatory Work

IT WAS INDICATED that a slow, methodical development of the bureau is desirable, so there will be a minimum disturbance of existing work in the survey field. There was a thought that possibly these broad, but uncoordinated operations could be fit into or absorbed by the projected bureau.

At the joint session, Mr. Loucks outlined the preparatory work done by his organization under his direction. Since last November, when Dr. Hettinger took leave of absence from the Wharton School of Finance & Commerce, of the University of Pennsylvania, to become NAB research director, he has been engrossed in this task. He was retained after the NAB convention in Cincinnati last September had adopted a resolution authorizing the undertaking.

The joint committee meeting followed a session of the NAB special committee of five, held in New York on April 17 at the call of Mr. Church. This committee originally comprised Messrs. Church, Kobak, Karol, John V. L. Hogan, consulting engineer of New York, and Walter J. Damm, past president of the NAB, and manager of WTMJ, Milwaukee. Mr. Damm, however, it developed, has resigned, and J. O. Maland, general manager of WHO, Des Moines, was named in his place. All of the committee members, together with the ex officio members, Mr. Loucks and Dr. Hettinger, met at the April 17 session. It was immediately after this meeting that arrangements

Rowing Along Together . . . By Thornton Fisher

were made for the tripartite sessions with the other trade associations, and the coordinated plan was placed definitely under way.

More than likely, sufficient headway will have been made in the deliberations to allow the subject to be discussed fully at the forthcoming meeting of the NAB Commercial Section to be held in conjunction with the annual convention of the Advertising Federation of America, scheduled for the Palmer House, Chicago, June 9-12. It also will be one of the live topics at the forthcoming NAB annual convention at Colorado Springs July 6-10.

NAB Convention Action

AT THE LAST NAB convention, held in Cincinnati Sept. 16-18, the subject of a cooperative coverage bureau provoked considerable discussion. Finally, the following resolution was adopted:

"Resolved, that the NAB hereby directs the chairman of its commercial section to appoint a committee of five to study what is pertinent information for the advertising agencies and the advertisers who are the buyers of radio advertising, and to invite discussions with representatives of the American Association of Advertising Agencies and the Association of National Advertisers, with a view to setting up a bureau for the broadcasting industry, such committee to report with recommendations to the board of directors for action as quickly as possible."

In connection with this action, President Benson of the AAAA told the last convention that his organization also had gone on record endorsing such a project. He pointed out that the ABC created 20 years ago, had given tremendous impulse to the publication field, and that the outdoor advertisers recently had established a comparable yardstick which brought new confidence to the medium. With those media providing such information, he asserted that radio could not afford to be without a similar clearing house. He declared that field strength surveys and listener habit studies both are indispensable to agencies and advertisers, but not enough are being made and they are not standardized. The job, he pointed out, is to decide upon the method to be used for all stations, upon a national scale.

Garment Workers' Plea Confuses 970 kc. Case

COINCIDENT with the filing of an application by the International Ladies Garment Workers, for a 1,000 watt broadcasting station in New York on the 970 kc. clear channel, a report became current that the agreement reached by four station operators for a realignment on the wave had been broken. The case had been set for hearing for May 9, but the Garment Workers, in their application made public April 24, requested a postponement.

The original applicants are KJR, Seattle, dominant station on the channel, which applied for an increase in power from 5,000 to 10,000 watts; WCFL, Chicago Federation of Labor, operating full-time on the wave under special grant; Amon G. Carter, Fort Worth publisher, who seeks a new 5,000 watt station in that city, and Hearst Radio Inc., which seeks a new 1,000 watt station in Albany, N. Y.

First Lady—Reporter

MRS. FRANKLIN D. ROOSEVELT turned "roving reporter" for NBC Easter Monday by broadcasting a portion of the "roll by roll" festivities on the White House lawn. Carleton Smith, NBC presidential announcer, was broadcasting the historic egg-rolling event with a portable mike, when he noticed Mrs. Roosevelt on the White House portico. He held the "mike" before the First Lady, only to have her take it from his hand and rove about with it for several minutes, to tell the NBC-WJZ network audience of the goings-on.

Railroad Campaign Will Start May 1

A SERIES of one-minute transcriptions for the Western Railways Association, which recently placed its appropriation in the hands of Reincke-Ellis-Younggreen & Finn, Chicago agency, will be spotted twice daily on between 30 and 40 stations beginning May 1. The campaign, recorded by WBS at its Chicago studios, is a cooperative one in which all Western lines are cooperating to increase summer travel by rail.

The precise schedule had not been worked out as BROADCASTING went to press, but it is understood that if the spots prove successful, the project will be continued throughout the Summer. The commercials will suggest that listeners write friends in the East advising them to take their summer vacation trips by rail. With the exception of the national spot-transcription campaign of the Chesapeake & Ohio and the current Chicago & North Western series on WENR, Chicago, this is the first important radio advertising effort on the part of railroads for several years.

Vick Resumes in Fall

VICK CHEMICAL CO., Greensboro, N. C. (cold remedies), going off the air for the summer months plans to renew network and spot broadcasting in the autumn, probably with a half-hour program. The sponsor has just closed a 29-week NBC-WJZ series thrice-weekly, with Willard Robison's orchestra and claims one out of three radios turned on during the program was tuned to its *Plantation Echoes*. Cecil, Warwick & Cecil Inc., New York, handles the account.

Schenley Program

SCHENLEY PRODUCTS Co., New York (liquor) has taken over sponsorship of the amateur show of WHN, New York, originator of this type of program. The series, which is reported to be for 26 weeks, is understood to be the forerunner of further Schenley radio advertising. The New York program involves a talent tieup with Loew theatres, owners of WHN. Lord & Thomas, New York, is the agency.

Senator Wheeler Defers Plan to Exclude Press From Station Ownership

REITERATING his view that he felt newspapers and radio broadcasting stations should be divorced completely, and that there should be no joint ownership of the two, Senator Wheeler (D.) of Montana, declared April 23 he has in mind legislation which would prohibit such joint ownership.

Earlier this session the Senator, chairman of the Interstate Commerce Committee charged with radio legislation, declared during hearings that he was opposed to the joint control of the two mediums. Pressure of other legislation, particularly his measure to strictly regulate holding companies, he told BROADCASTING April 23, might prevent his introduction of such a measure at the current session.

"I am definitely of the opinion that newspapers and broadcasting stations should be divorced, whether corporately or otherwise," Senator Wheeler declared. "But I find it difficult, due to the pressure of other business, to handle such legislation at this time. If I do not introduce such a measure at this session, I intend to pursue it at the next."

Senator Wheeler said that two great mediums of news dissemination, so effective in moulding public opinion, should not be "monopolized". During the hearings last January he repeatedly interpolated remarks about newspaper acquisitions of stations, notably those by the Hearst organization.

Increased Use of Radio Aids Philip Morris Sales

EARNINGS of Philip Morris & Co., New York (cigarettes) trebled earnings last year, mainly on the basis of continued growth in sales of the 15-cent Philip Morris cigarettes introduced in January, 1933, according to information obtained by Lawrence M. Hughes, of the New York *Sun* in an interview with L. B. McKittrick, president of the company.

Earnings for the fiscal year ended March 31 were between $3.50 and $3.75 a share, Mr. McKittrick is quoted as saying, as compared with $1.21 for the previous year. Unit sales of Philip Morris cigarettes are said to have passed the four billion mark, with radio advertising playing a prominent part in the growth. The company is said to be increasing its use of radio, with nearly 100 stations now scheduled. Biow Co., New York, is the agency.

Max Baer for Gillette

GILLETTE SAFETY RAZOR Co., Boston, on April 29 started a 13-week series of half-hour programs with Max Baer, heavyweight boxing champion, on an NBC-WEAF network. The program is titled *Lucky Smith*, and presents the boxer in a detective role. The contract is understood to include broadcast rights to the Baer-Braddock championship fight June 13, which also may include a CBS network. The sponsor has an option on an additional 13 weeks. Ruthrauff & Ryan Inc., New York, is the agency.

45 Affiliates Sign New NBC Contract

Negotiations Continuing With Rest of Network's Stations

FORTY-FIVE affiliated stations, in addition to the 15 it manages and operates, have thus far been signed by NBC to the new contracts being offered under its new station compensation plan. The contracts go into effect on varying schedules, some being in effect already, and the whole plan is to become operative for all stations Feb. 4, 1936, when the new network rates are in effect on all accounts.

Contract negotiations are still under discussion with most of the remaining stations among the 88 affiliated with NBC, with the exception of those in the Mountain and Pacific Coast divisions. These are to be discussed personally with the station managers during the next month by Frank E. Mason, administrative vice president, who will be joined on his tour of the stations by Don E. Gilman, Pacific division vice president.

Field Representatives

NEGOTIATIONS with the stations started early in February when the NBC dispatched its representatives to the field. The contracts were obtained largely by Niles Trammell, Chicago division vice president; William S. Hedges, manager of managed and operated stations; R. M. Brophy, station relations manager, and Keith Kiggins and Ed Zimmerman, station relations department, New York.

The list of 45 affiliated stations which have already signed contracts follow:

WJAR, Providence; WTAG, Worcester; WCSH, Portland, Me.; WFBR, Baltimore; WBEN, Buffalo; WCAE, Pittsburgh; WWJ, Detroit; WHIO, Dayton; KSD, St. Louis; WOW, Omaha; WFIL, Philadelphia; WBAL, Baltimore; WSYR, Syracuse; KWK, St. Louis; WMT, Cedar Rapids, Ia.; KSO, Des Moines; KOIL, Omaha; WREN, Lawrence, Kan.; WTAR, Norfolk, Va.; WPTF, Raleigh; WWNC, Asheville, N. C.; WIS, Columbia, S. C.; WJAX, Jacksonville, Fla.; WFLA, Clearwater, Fla.; WSUN, St. Petersburg, Fla.; WIOD, Miami; WSOC, Charlotte, N. C.; WAVE, Louisville; WMC, Memphis; WAPI, Birmingham; WJDX, Jackson, Miss.; WSMB, New Orleans; KVOO, Tulsa; WKY, Oklahoma City; WFAA, Dallas; WBAP, Fort Worth; KPRC, Houston; WOAI, San Antonio; KTBS, Shreveport, La.; WTMJ, Milwaukee; WIBA, Madison, Wis.; KSTP, St. Paul; WEBC, Duluth; WDAY, Fargo, N. D., and KFYR, Bismarck, N. D.

The NBC managed and operated stations coming under the new plan, all of whose contracts are already in effect, are:

WEAF and WJZ, New York; WENR and WMAQ, Chicago; KPO and KGO, San Francisco; KDKA, Pittsburgh; KOA, Denver; WBZ, Boston; WBZA, Springfield; WGY, Schenectady; WRC and WMAL, Washington; WTAM, Cleveland; and KYW, Philadelphia.

WIRE on Basic Red

WIRE (formerly WKBF), Indianapolis, has been transferred by NBC to the status of a basic Red network outlet, instead of an optional outlet on either the Red or the Blue. The station is managed by D. E. "Plug" Kendrick.

Publishers Liberalize Press-Radio Plan

By GILBERT CANT

Oppose the Sponsorship of News at Annual Convention; Vote to Continue 15% Agency Compensation Basis

CAPITULATION of American newspaper publishers to the principle that the public is entitled to more radio news was voted April 25 at the annual convention of the American Newspaper Publishers Association, but a deaf ear was turned to the contention that news should be available for sponsorship.

The convention unanimously adopted the report of its radio committee containing recommendations to that effect. To date the two Press-Radio bureaus have not decided to what extent they will liberalize service which is permitted under the amended program but it is expected subscribers will be able to get practically as much news as they can carry.

In the case of networks this probably will mean one or two extra five-minute news periods, one about noon and the other at 11 p. m. Individual station subscribers, particularly those facing keen Transradio competition, may be allowed even more news if they are willing to pay transmission costs.

Allowed More News

STATIONS affiliated or owned by newspapers will be in an even better position since they will be able, after paying the fee to Press Radio Bureau, to pick any desired news off the wires and after giving the usual credit, use it on the air whenever desired.

Formulation of the New York bureau's plan was delayed by the absence of Edwin S. Friendly, business manager of the New York *Sun*, who was in Binghamton due to his father's illness. Expected limitations inherent in network operation will cause many stations to subscribe to Press-Radio separately to avail themselves of potential liberalization of rules, it is anticipated.

Herbert Moore, manager of Transradio, commented on the action as follows: "I am sorry they extended the agreement and sorry that various modifications are only potentially better. Unless they take full advantage of extra latitude they now have, the situation will not be improved. Discrimination in favor of stations owned by newspapers is bad and destroys the real or pretended public service nature of the plan. If they put more news on, competitors will retaliate with more and better news.

"We are doing our best to reform commercial credits in news broadcasts and blame criticism on the fact that these things sound worse than they look. We don't plug products in news columns as papers do and I don't think the American public is so stupid as publishers seem to think, in mistaking commercials for news. Sponsors have no say in the selection of news and if they were to do anything objectionable in commercials they would be dropped from our list of clients."

E. H. Harris, of the Richmond (Ind.) *Palladium-Item*, presented the report of the Radio Committee, of which he is chairman. On his motion, it was adopted, after a desultory discussion featured by admissions from all publishers who touched on the question that radio broadcasting of news has not cut into their sales and may have helped them.

Frank D. Throop, of the Lincoln (Neb.) *Star* said that while there was no doubt radio did take the edge and the freshness off some of the news printed, he had never heard of anybody giving up the buying of newspapers for this reason.

Frank S. Hoy, of the Lewiston (Me.) *Sun - Journal*, confirmed Throop's experience, and went further, saying "All can testify that we have had an increase in circulation during the last two years." Discussion of the provisions for supplying news to radio stations was scarcely more animated. J. R. Knowland, of the Oakland (Calif.) *Tribune*, a member of the radio committee, member of the governing committee of the Los Angeles Press-Radio Bureau, and a director of the Associated Press, said only that the AP cannot and will not sell news to anybody but newspapers.

Roy Howard, president of the Scripps - Howard enterprises, said newspapers are faced with the development of a new medium of news dissemination which has not "a century of journalistic ethics and tradition behind it." He made no suggestions but contented himself with the rhetorical question "What are we going to do to meet this situation?"

S. E. Thomason, Chicago *Times*, warned publishers that newspapers are going to have to face the fact of competition in news broadcasting, whether they like it or not, and accused them of having failed to consider squarely the economics of the situation. The thing to decide, in his opinion, is whether the existing great news-gathering organizations are going to furnish the news for radio broadcasting, or let somebody else do it. "We must see that the dissemination of news does not get out of the hands of the newspapers," he said.

Support for the proposal to continue the Press-Radio Bureaus came from John Ewing, of the Shreveport (La.) *Times*, who said that he has bought two radio stations during the last year, and very soon found out that his listeners (who are also the readers of his paper) demanded news on the air.

ANPA's committee on advertising agents lined up squarely behind the association's two traditional watchwords: Preserve the dual rate intact, and continue the 15% straight agency commission. In both these matters it is thus aligned with the AAAA, and against the ANA.

Radio Competition

THE ANPA'S Bureau of Advertising stated in its report that newspapers are now "facing unusual competition for the advertiser's dollar." According to the Bureau's estimates, national advertisers paid $163,000,000 for newspaper space in 1934; a gain of 12.4% over 1933, as compared with a loss of 9.4% shown in 1933 as against 1932. Expenditures in magazines totaled $113,500,000, a gain of 20.8%, and the Bureau thought the fact magazines showed a larger percentage gain than newspapers could be partly explained by the fact that they showed a larger loss between 1932 and 1933—18.3%.

Then, using the quaint word "broadcast" to denote broadcast advertising, the Bureau reverts to its habitual denunciation of radio as "an experimental medium".

In another section of its report, the Bureau of Advertising takes up the thread where the Clark Hooper survey left off, and reproduces charts which are alleged to show "How Radio 'Circulation' Shrinks."

The method of depicting homes in a row (developed by the CBS Sales Promotion Department) is used, and the figures appended tell the following:

"Of all 32,500,000 Homes in the United States.... "61.5% have radio sets.... "Of these, 87% are occupied, 7 to 10 p. m..... "22.4% have their sets turned on.... "4.5% are listening to a single program.... "3.2% can identify the advertiser or the product."

Directly contrasting "Radio versus Newspaper Circulation," the following claims are made:

"Of all homes.... "87.5% read a newspaper.... "22.4% listen to some radio program."

The Bureau has neglected to point out that it refers to "reading a newspaper" on a 24-hour day basis, while for some unexplained (because unexplainable) reason, radio listeners are presumed to be non-existent unless they choose to have their noses counted during the arbitrarily designated period from 7 to 10 p. m.

Without bothering to give Clark Hooper credit by name, the Bureau then quotes this organization's "findings," the fallaciousness of which has already been demonstrated in BROADCASTING, Feb. 15.

Report of ANPA Radio Committee

THE TEXT of the report on newspaper-radio relations as adopted by the ANPA:

The focal point of Press-Radio relations is based upon the newspapers' property rights in the news which they have gathered as members or as clients of one or more press associations. Since all newspapers which are members or clients of one or more press associations have a certain property right in the news of those press associations, the Radio Committee bases its activities upon the premise that these property rights in the news should have some central body to coordinate their interests in the broadcasting of news furnished by the press associations. The Press-Radio Bureaus, composed of the press associations, the newspapers, and the broadcasters provide a medium through which these rights may be co-ordinated and preserved in the broadcasting of news. This is the basis upon which the Radio Committee makes its report.

During the last year attempts were made by some broadcasters to encroach upon the property rights of the newspapers and the Press Associations in the news which they gather. These attempts manifested themselves in the news which certain radio stations took from the newspapers without their consent or that of the Press Associations. They persisted in these violations even after notice had been served upon them. One case of this kind in the State of Washington in which the property rights of The Associated Press in the news had been violated by a broadcasting station was taken to a Federal Court. The Federal Judge ruled against The Associated Press. An appeal was taken to a higher court. The United Press and the International News Service agreed to share the expense of the appeal. On the other side of the controversy The Executive Committee of the National Association of Broadcasters is raising a fund to fight this appeal. Many members of the National Association of Broadcasters are using their influence to induce the Association to withdraw from the case.

Efforts have been made by certain interests connected with the broadcasting industry to destroy the property rights of the newspapers and the Press Associations in the news through legislation. This action was attempted in the Legislature of the State of Washington where a bill was introduced to permit radio stations to take the news from the newspapers without their consent or that of the Press Associations. The legislation failed of enactment.

Your Radio Committee has only been able to report these violations and to make recommendations for legal action on the part of those who are in a position to defend these fundamental rights.

We believe, however, that through further cooperative efforts on the part of some of the larger interests in radio and through continued effort on the part of the newspapers to cooperate with the radio industry as a whole, we will be able to eliminate some of the conflicts which exist in these spots.

Publishers must understand that the Press Associations and newspapers have no legal right to interfere with the broadcasting of news which has not been gathered by the newspapers or the Press Associations.

The newspapers and the Press Associations have no monopoly on the gathering or selling of news.

The main point at issue between the

(*Continued on page 43*)

Alka-Seltzer Takes the Air-way to Success

By H. S. THOMPSON
Advertising Manager, Dr. Miles Laboratories Inc.

Liberal Use of Radio Time and Intelligent Merchandising Combine to Bring Spectacular Jumps in Sales Volume

WHEN Uncle Ezra calls for a "toot on the tooter, Tommy", millions are listening—and a lot of them are buying Alka-Seltzer. About a year after the product was introduced (1931), Dr. Miles Laboratories Inc., began to use radio. The record: 1932, not so hot; 1933, fair; 1934, up over 500%; 1935, January alone was far ahead of the whole year 1933, and shooting skyward. The bulk of Alka-Seltzer advertising has been done via the air waves. And here is how it was done—a radio success story that is teeming with lessons in skillful merchandising and good promotion.

Mr. Thompson

OUR first radio broadcasting over WLS, Chicago, in 1932, looked like an answer to prayer — 33,000 sample requests from our Sunday afternoon announcements and no less than 200 from any state.

The same idea occurred to all of us at the same time—the chain—that's all we need to put Alka-Seltzer over right! So we went on the chain; went high-hat; kept the same theme but engaged different talent—more expensive. Results—fewer sample requests from the entire chain than formerly from one station alone.

Summer with baseball games as competition. Our 13-week contract expired, and we took a Sunday afternoon period the following fall over another chain. Thirteen weeks and few tangible results cured us, we thought, of the radio habit.

February, 1933, and the hour of the *National Barn Dance* from 10 to 11 p. m. (CST), was open for a sponsor. It took the combined efforts of the advertising and sales departments as well as all the salesmanship of our agency, Wade Adv. Agency, Chicago, to convince our board of directors that we might be able to get some results from this program. The *Barn Dance* had been on the air for seven years. For more than a year, it had been on at the Eighth Street Theatre in Chicago, packing the house and turning them away every performance at 75 cents admission.

Upward Go the Sales

AFTER ONLY two or three broadcasts, the sales in the Chicago area picked up a bit. A new president took office—and business increased. The banks were all closed—and business increased.

By mid-summer, the Chicago area was going so well that we were considering using the NBC basic blue network. But the hour—11 to 12 (EST). "Everybody's in bed before that time!"

A compromise was effected. The program was extended to Detroit and Pittsburgh by direct wire from WLS. The results proved that there are some towns in which curfew does not ring, at least on Saturday nights. The *National Barn Dance* is now on twice each Saturday night, 9:30 to 10:30 (EST), and a special broadcast for Western States 9 to 10 (MST), 8 to 9 (PST).

They are still packing the house and turning them away at the Eighth Street Theatre in Chicago. Nearly half a million people have paid to see this show, and that's a real run for any man's show.

Uncle Ezra? Well, he was very popular on the *Barn Dance* program. He had a "powerful little five-watter in the friendly little city of Rosedale", broadcast over WLS at 1:15 p. m. We sponsored this broadcast for several months. Three announcements that we would send a photograph of the old "Jumpin' Jennie Wren" and "Toots", a baby that had been abandoned in the hallway of his station brought between 56,000 and 57,000 requests. This from a 15-minute daytime broadcast over the single station.

Dealer Cooperation

WHAT more natural than that Uncle Ezra should be our selection for our network program?

About 200 different transcriptions have been made of the *Comedy Stars of Hollywood*. These transcriptions are for spot broadcasting over stations that reach an audience not adequately covered by our other broadcasts; for areas where the sales are lagging a bit, and for densely populated districts that can use more coverage than is given by our regular programs.

News broadcasts are put on in similar territories for exactly the same reason—to bring and keep our per capita sales per month up to or above our quota. These spot broadcasts have been continued in many instances, long after their appointed time for expiration, because the results have seemed to more than justify the expense.

Why have we been successful in our broadcasts?

Not having access to the results of other radio programs, we do not know whether or not we have had greater success than others. All we know is that we continue to broadcast and our sales continue to increase.

Like any truthful advertising man, I will confess that the principal reason for the rapid increase in the *sale* of Alka-Seltzer, is the *merit* of Alka-Seltzer. Cooperation of druggists has been, and still is, a mighty important factor in Alka-Seltzer sales. The druggists of California suggested to us that they put on an Alka-Seltzer week for us in January. They asked nothing in return, but we entered into the campaign with them wholeheartedly, using generous newspaper space, a total of nearly 1,000 radio announcements on all stations in the state, and special placards on the front of street cars in larger cities. We installed window displays, counter displays, banners, etc., in 3,000 of the 3,400 retail stores in the state. From the amount of Alka-Seltzer sold in this one week, we are more than ever convinced that the druggist, wholesale and retail, is a mighty important factor in putting over any item he really wants to push.

In every town where we use a radio station, we put special detail men. We put in as many window trims as possible, and as many counter cards and soda fountain dispensers as the druggists will let us. The first duty of our special salesmen is to make both wholesale and retail druggists conscious of our product and the efforts we are making to increase the demand for it. Orders are of secondary importance although they generally run to a considerable volume.

UNCLE EZRA

Why do people listen to the Alka-Seltzer *Barn Dance?* Frankly, we don't know. We believe that it is because most of them like the friendly atmosphere of the program. After all, the majority of us are just plain folks. We like the man who is informed and friendly. We like the man who takes us by the hand and calls us by our first name. That is why Rotary, Kiwanis and other so-called service clubs flourish.

Variety in Appeal

MANY of us grew up in small towns or on the farm. Nearly all of us have friends or relatives who did. The *Barn Dance* is popular for the same reason that "The Old Homestead", "The County Fair", "Shore Acres", and "Way Down East" were sure-fire hits 40 or more years ago. We have put on a lot of veneer since those days, but underneath we haven't changed much. Our reaction to clean wholesome entertainment is the same. Uncle Ezra, because he is human—quick tempered but kindly—stubborn, but underneath the surface, charitable and deeply religious—is attracting a large and constantly increasing number of listeners.

The *Comedy Stars of Hollywood* appeal to a different audience, the more sophisticated. As we use them, they are mighty effective in increasing the demand of Alka-Seltzer.

"Give me a toot on the tooter, Tommy. Special Announcement—Station MILES wants to express its appreciation of the fine work of the Wade Advertising Agency in producing the *Alka-Seltzer National Barn Dance* and the *Uncle Ezra Programs.*"

Just a word about broadcasting results. Our records show that for the first 13 weeks, the increase in most sections is gradual. Then a jump in sales which becomes more noticeable as time goes on.

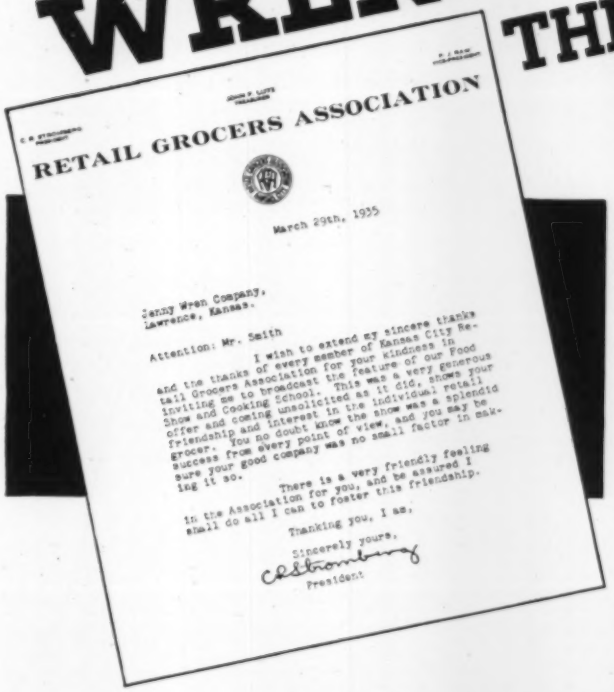
In many cases, the increase over sales made before our programs went on the air has been greater the fourth month than the combined increase for the first three months.

ANA to Convene May 5 For Semi-annual Session

AS IN PAST gatherings of the Association of National Advertisers, closed sessions will precede the open meetings of the 26th semi-annual meeting of the ANA to be held May 5-8 at the Greenbrier, White Sulphur Springs, W. Va.

At the closed radio session May 7, program, commercial announcement, merchandising and audience check subjects will be discussed with speakers including Chester J. LaRoche, president of Young & Rubicam; Dr. D. P. Smelser, Procter & Gamble and George Bijur, director of sales promotion, CBS.

WREN AND THE KANSAS CITY FOOD SHOW



RETAIL GROCERS ASSOCIATION

March 29th, 1935

Jenny Wren Company,
Lawrence, Kansas.

Attention: Mr. Smith

I wish to extend my sincere thanks and the thanks of every member of Kansas City Retail Grocers Association for your kindness in inviting me to broadcast the feature of our Food Show and Cooking School. This was a very generous offer and coming unsolicited as it did, shows your friendship and interest in the individual retail grocer. You no doubt know the show was a splendid success from every point of view, and you may be sure your good company was no small factor in making it so.

There is a very friendly feeling in the Association for you, and be assured I shall do all I can to foster this friendship.

Thanking you, I am,

Sincerely yours,

C. R. Stromberg
President

Ernest Pontius, veteran WREN announcer, and C. R. Stromberg, president of the Kansas City Retail Grocers Association, invite Mrs. Housewife to the Kansas City Food Show.

WREN advertised products and programs are popular features of the Kansas City Food Show.

National Representatives
John Blair & Co.
•
New York .. Chicago
Detroit .. San Francisco

WREN

"A BIRD IN THE HAND"

Vernon H. Smith
Manager
Main Office & Studios:
WREN BUILDING
Lawrence, Kansas

A Thousand Dollars a Minute

Here's just part of the highest-priced program ever broadcast. From left to right, Mr. and Mrs. Pat O'Brien, Dick Powell, Joan Blondell, Phil Regan, Maxine Doyle, Frank McHugh and Lyle Talbot.

A Story With a Point at the End

Most anniversary celebrations are better undiscussed...organized to revive and glorify the forgotten past . . . occasions to which the guests of honor attend with regrets or develop severe cases of "prev. appointm'ts"... BUT THIS ONE WAS DIFFERENT.

KFWB, the Warner Bros. station in Los Angeles, recently celebrated ten years on the air with a thousand-dollar-a-minute cast in a two hour and a half program that made history. On this one program were probably a greater number of "big name" stage and screen celebrities than had ever been heard over any station.

Bette Davis, Dolores Costello and Al Jolson share the microphone in a 3-star act.

Every star invited *arrived*, and *stayed* (that's a world's record) with the one exception of Joe E. Brown who was ill in bed at home.

Some thirty individual acts were rehearsed and broadcast. Leo Forbstein's Vitaphone Orchestra and the Vitaphone Men's Chorus gave a notable musical performance.

The anniversary broadcast was made from the studios of KFWB, located on the actual stage where the first talking picture was made. "In fact," said Harry M. Warner, president of Warner Bros., "it was through this station that talking pictures were made possible. It was during the construction of KFWB that Frank Murphy, our electrical wizard, called our attention to an instrument that convinced us talking pictures could be given to the public."

On the program was Monte Blue, a film colony favorite, whose voice was the first to be heard on KFWB's first broadcast, ten years ago.

Dick Powell dashed in, whispered something about a "heavy date, get me out early"...ended up by being one of the last to leave.

The notable team of Harry Warren and Al Dubin, Hollywood's song-writing fools, exhibited their "Babe Ruth ways."

Benny Rubin, Bob Armstrong, George Brent, Winifred Shaw, Warren William and Dorothy Dare were a big part of the "Thousand-dollar-a-minute" cast.

Monte Blue, Harry Warner, Frank Murphy and Al Jolson do a little harking back.

Al Jolson flew in from Palm Springs to appear . . . had this to say . . . "I don't think any radio program has ever been given with so many stars and I think that if Warner Bros. had to pay, they would have really gone out of business tonight."

Here's as many of the cast as could be pulled away from the birthday cake long enough to be photographed.

AND THE POINT . . . because of its close tieup with motion picture people and the nature of its programs, KFWB is a real force in the broadcast field in Southern California; that it slices off a considerable share of the listening audience in this area; that its rates, plus coverage, deserve consideration in air advertising in this the nation's fourth market.

KFWB is owned and operated by Warner Bros. Motion Picture Studios. It is located on the Warner Bros. lot in Hollywood and broadcasts from the largest sound stage in the West.

Evaluating the Radio Program in Advance

By R. CALVERT HAWS
Radio Department, Henri, Hurst & McDonald Inc., Chicago

A Formula Developed by a Successful Producer Dissects The Essential Elements of an Effective Broadcast

TO ANSWER the thousands of questions shot at people in radio about how to best judge a program is well nigh impossible. In this article the author, who has been highly successful as a program builder, and who has the background of a station manager, gives his formula. He has directed the series over CBS for the Selby Shoe Co., Portsmouth, O., featuring Mrs. Roosevelt, wife of the President, which ended on April 19 for the Summer.

A GREAT many questions are asked in this era of successful radio advertising as to how a commercial program can be judged beforehand. To satisfy my own mind, I have set up a formula which appears to cover the essential points. I present them herewith for whatever good they may do to others interested in program production and presentation.

In reading the script, I check the following things: Form, action, progression, good taste, balance, variety, tempo, length.

A Matter of Form

TO MAKE each of these a little clearer, the following is a brief synopsis of what I mean by each of these points:

FORM: In matter, there are three basic forms: A circle — variation an oval; a square—variation an oblong; a triangle. Now a pyramid, a mushroom, a tree, a champagne glass, a pear, are all basically triangular in shape although each one is a variation. On a vase you have a triangular base, a circular body and an oblong neck, but the form as a whole is triangular.

Therefore, successful radio programs should have a basic appeal and while the variations are numerous, for success the script writer and producer should have in mind a form as the basis on which he builds.

In radio there are three distinct forms: Comic; straight (sex in its broadest sense); tragic.

Plenty of Action

ACTION: A successful program consists of three major actions: Introduction, happening, a clearing up. To illustrate:

1. You introduce the fighter in a prize fight. A blow is struck; you await the result.
2. You announce Mr. Jones will speak. He makes a statement, sums up.
3. You introduce Jack and Jill. They say they are going up the hill for water. They go. Finale: "Jack falls down and breaks his crown and Jill comes tumbling after."
4. An orchestra is introduced. It plays a number which in itself fulfills the happening and clearing up. The verse and the chorus either musically or orally, or both, make a statement and clear it up.

PROGRESSION: A successful radio program must progress. It can't stand still. A successful musical show is simply a number of pieces of music put together and becomes one big number progressively.

You can't imagine a successful musical comedy which opens with everybody in the show on the stage singing the hit number and ending with a soprano and duet. A successful radio show must build to a climax. Anti-climaxes tire an audience and lose their interest. The same law of progression applies to talks and script shows.

GOOD TASTE: Radio has been ever careful in this regard. Other forms of entertainment have not been so careful. In radio you cannot select your audience — "for adults only" does not apply. Nor does the time of day help. Therefore, a radio program to be successful must always in every detail be in good taste. It must not be offensive to any creed or section of a race or age.

Holding Interest

VARIETY: Variety is the law of interest. You have seen people pick up a book and say "that book looks dry, page after page of solid type." A trip on the ocean where for day after day one sees only the same old sea, gets monotonous. Riding on a train through the desert—nothing but sand. A good speaker injects a joke every so often into his talk, or varies it with a personal reminiscence. A successful radio program, therefore, must have variety to hold and retain interest.

BALANCE: This is something that only instinct can distinguish. If you entered a room and found the fireplace on the ceiling, at once you would feel something was wrong. A picture hung badly—instinctively you feel just how high or how low it should be. A tree with just the trunk showing above the lower branches at once seems out of harmony. Stage setting, a picture, an advertisement out of balance, a building that protrudes instead of recessing in its progress skyward, a flagpole smaller at its base than at its top—all are against our ideas of proportion and so produce a feeling of dissatisfaction.

Many a play has been a flop because of too much of the leading man or leading lady. Script writers and producers feel as it were the right spot in which to place the commercial, the music or to introduce the great artist. To cut dialog, to introduce new characters, etc. A successful radio program must have balance.

TEMPO: If I stand 10 feet away from you with a basket of tennis balls within my reach and throw one to you, and after you have caught it throw you another,

MR. HAWS

chances are I can throw each one fairly fast and you won't drop any. But if I throw them at you even slowly, but in rapid succession, you may catch the first one or two and then throw up your hands to shield yourself. The same way with throwing thoughts over the radio. They must be presented so that the audience can catch each one, assimilate it and be ready for the next one. Otherwise they stop mentally and lose part of the speech trying to get the part they missed. This applies to all sounds coming over the radio. Composers repeat bar after bar, sometimes the exact thoughts, sometimes the melody with variations, but the central melody or theme is there.

Proper Timing

THE SUCCESS of Amos 'n' Andy is often attributed to the tempo of their shows. No pains are spared to be sure that the audience has properly assimilated a thought before they proceed to another one. If people come in and out of a scene too quickly, if they are not properly introduced, if a speaker rushes from one thought to another without being sure his radio audience has thoroughly understood what he is driving at, a feeling of dissatisfaction is built up in the listener's mind, and the program is not successful. Tempo is vital to a successful radio program.

LENGTH: I have left this to the last. No scene, no musical number, no speech, no commercial should be longer than is necessary to adequately put across the thought you wish to convey. The trouble with many writers, speech makers and some composers is that they so often detour from the main thought only to try and cut across lots to get back to the main thought.

The last word is of great advantage. In courts of law, the lawyer for the defense trys to anticipate the final address of his opponent to the jury and to take as much out of it as he can, because the last thought in the mind is often the one best remembered. Copywriters of advertisements invariably end their copy with an urge to act. So, in radio continuities the length should be sufficient to tell the story, driving home the most important point at the end of the speech or the production. Otherwise, anti-climaxes appear which are bad and produce an unpleasant feeling in the mind of the listeners.

New Spot Series Started by Colgate

COLGATE-PALMOLIVE-PEET Co., Jersey City, begins an extensive spot campaign late in April for Crystal White and Octagon soaps, using 15-minute transcriptions, twice weekly. Entitled *Theatre of Romance*, the shows are written from stories that have appeared in *Hearst's Cosmopolitan* magazine.

Through Benton and Bowles Inc., New York, the transcriptions have been placed on the following stations for Crystal White: KFH, Wichita; KMBC, Kansas City; KOMA, Oklahoma City; WFAA-WBAP, Dallas; WOAI, San Antonio; KWK, St. Louis; WOW, Omaha; KOA, Denver, and KSTP, St. Paul.

For Octagon Soap: WCAU, Philadelphia; WOR, Newark; WBAL, Baltimore; WRVA, Richmond; WBT, Charlotte; WSB, Atlanta; WTOC, Savannah, and WAPI, Birmingham.

General Food's Radio

GENERAL FOODS Corp., New York, began sponsorship of *Tony and Gus* on the NBC Blue (basic) network April 29, to promote Post Toasties and Post 40% Bran Flakes. The script is written by George Frame Brown, who plays Gus, while Mario Chamlee, tenor of the Metropolitan Opera Company takes the part of Tony. The show is at 7:15 p. m. to follow *Amos 'n' Andy* five nights weekly from Monday through Friday. The contract is for 26 weeks, and the agency is Benton and Bowles Inc., New York. The client is using a larger proportion of the total appropriation on radio, as compared with other media, than in previous years' campaigns for these products.

Dr. Stewart Is Elected Vice Chairman of FCC

DR. IRVIN STEWART, member of the FCC, on April 18 was elected vice chairman of the agency, in addition to his duties as chairman of the Telegraph Division. A Texas Democrat, and the youngest member of the seven-man commission, he will serve in his new capacity as acting chairman when Chairman Anning S. Prall is unable to preside. He will not, however, necessarily serve on each of the three divisions as an ex officio member, since the act provides that the chairman shall designate who shall sit on each of the divisions in the absence of regularly assigned members.

At the same meeting, a motion put by Dr. Stewart, providing that the FCC itself in general meeting shall pass upon every staff appointment, however minor, was carried. Heretofore, this function has been left to the appropriately designated personnel officer in cases of non-executive posts, as in most governmental agencies.

Ugliest Man

A NEW version of the *Man in the Street* type of program tried by WGPC, Albany, Ga., was the "ugly man" contest, sponsored by Goodrich tire stores. Listeners were offered passes obtainable at Goodrich stores and more than 4,000 appeared for a special program staged in a theatre. So successful was this idea that Ed Sims, sales manager of WGPC, despite the fact that he received a number of votes as the "ugliest man", decided to stage a "biggest liar" contest.

Beverage Sports Series

STAN LOMAX, sports commentator of WOR, Newark, will broadcast two new series of programs, with Fiegenspan Brewing Co., of Newark, and Frantz Distillers Inc. as sponsors. The Fiegenspan series began April 30 while the Frantz programs start June 3.

WJR Will Affiliate With CBS in Fall

NBC Now Is Negotiating for A New Outlet in Detroit

A SHIFT in CBS and NBC outlets in Detroit will take place Sept. 29 when WJR, 10,000-watt clear channel outlet of the NBC-Blue network switches to CBS and CKLW, present CBS outlet, either returns to independent status or moves to the WJR position. Also figuring in the negotiations for the realignment is WXYZ, operated by the Kunsky-Trendle Broadcasting Corp., and now aligned with Mutual Broadcasting System. The CBS-WJR contract is for five years.

Negotiations whereby WJR decided to shift to CBS largely grew out of the station's failure to reach an accord with NBC on its new station compensation plan. Arrangements with CBS were made in conversations between William S. Paley, CBS president, and G. A. Richards, president, and Leo J. Fitzpatrick, vice president and general manager of WJR. While figures were not divulged, it is understood that under the CBS-WJR contract, based on CBS business this year, the station will realize in the neighborhood of $35,000 more annually from its network programs. Roughly, it is estimated that during the current year WJR's contract with NBC yielded it something like $200,000.

Seeks 50 Kilowatts

MEANWHILE, WJR is making plans to petition the FCC for an increase in power from 10,000 to the maximum 50,000 watts. Mr. Fitzpatrick was in Washington April 22 to discuss the matter with his attorneys and with FCC officials. The station is on the 750 kc. clear channel.

It is understood that WJR's severance with NBC will in no way affect the status of its sister station, WGAR, Cleveland, as an NBC-Blue outlet. WGAR is controlled by the Richards-Fitzpatrick organization.

In addition to WXYZ, and CKLW, a Canadian-licensed station, control of which is held by George B. Storer, consideration also may be given by NBC to an affiliation with WMBC, Detroit, now operating with 100 watts. The station has pending an application to increase its power to 500 watts and to shift its frequency from 1420 kc., a local channel, to the regional channel of 1300 kc. The station is owned by the Michigan Broadcasting Co., of which W. Wright Gedge is executive.

Contract Problems

CONFERENCES were held in New York April 24 between Mr. Storer, his Washington counsel, Horace L. Lohnes, and NBC officials, in connection with a possible NBC affiliation. One of the issues involving the station has been the unsettled state of Canadian radio regulation and periodic frequency shifts. CKLW now is assigned to the 1030 kc. channel, a Canadian exclusive channel. Moreover, there has been some controversy about the broadcasting of U. S. commercials over Canadian stations on Sundays—a serious point of contention with respect to CKLW and its network affiliation. These matters, it is understood, are approaching satisfactory settlement insofar as the Windsor-Detroit outlet is concerned.

An inkling also has been given that CKLW might contest the CBS cancellation of its contract, effective in September, on the ground that the document still has a year to run from next June. The CBS contention evidently has been that since CKLW has been shifted in frequency by the Canadian authorities, the terms of its contract have been abrogated automatically.

Fisheries on Network

BOOTH FISHERIES Corp., Chicago, starts a CBS program on 19 stations May 2 under the title *Fish Tales*. It will be broadcast Thursday mornings, with a second program on Tuesdays to be added Oct. 29. The company recently placed its account with Sellers Service Inc., Chicago.

STANDS OUT

Like A

SORE THUMB

SOUTH CAROLINA'S RICHEST MARKET

You cannot afford to overlook South Carolina's richest market. Here are people that spent $4,000,000.00 *more* for food, clothing, automobiles, etc., than was spent in the second best county in South Carolina.

Greenville County for the same year accounted for 20% of the entire wholesale business for the State of South Carolina.

Within fifty miles of WFBC's transmitter there are 656,992 prosperous people. 76% of them own radio sets and are loyal listeners to WFBC.

We invite you to investigate the rich possibilities advertising over WFBC offers the manufacturer.

1000 watts, 1300 kilocycles (5000 daytime authorized) High Fidelity RCA Equipment

WFBC

GREENVILLE, SOUTH CAROLINA

Owned and operated by The Greenville News and Piedmont — the Leading Newspaper in South Carolina. Net Paid Circulation 45,000.

ONCE MORE... advertising executives, who control radio appropriations and time placements, will turn to BROADCASTING for complete NAB convention news and features.

The JULY 1 issue--BROADCASTING'S biggest news issue of the year, offers stations an unsurpassed opportunity to tell their sales stories where the buyers of radio time expect to find them. It is the medium to which they turn for news of the business of broadcasting which they can read with full faith and confidence.

Alert broadcasters are making space reservations NOW . . . as preferred run-of-paper positions are being allotted according to priority of reservation dates. Write or wire for rates and further information.

BROADCASTING

combined with Broadcast Advertising

NATIONAL PRESS BLDG. WASHINGTON, D. C.

Proposal to Change Disc Rules To Be Heard June 20 by FCC

Whole Issue of Transcription Regulations May Come Before Commission Following Petition by WBS

ACTING upon a petition filed last autumn by World Broadcasting System Inc., together with requests that regulations governing the broadcasting and announcement of transcriptions be clarified or amended, the Broadcast Division of the FCC has set June 20 for argument on possible alteration of existing regulations.

In a notice issued April 19 the FCC ordered all parties who wish to participate to file their notice not later than May 18. Simultaneously, it was stated orally that entire issue of transcription regulation, rather than merely that of the WBS program service, would be thrown open. The FCC notice of hearing follows in full text:

Upon consideration of a petition filed by World Broadcasting System, Incorporated, New York, New York, for an Amendment to or Clarification of Paragraph 176 of the Rules and Regulations of the Commission, the Broadcast Division will hear argument on this subject which pertains to mechanical reproductions. Such argument will be held June 20, 1935, beginning at 10:00 A. M. at the offices of the Federal Communications Commission, Washington, D. C.

All parties who wish to participate should file their notice of desire to be heard with the Commission not later than May 18, 1935.

Change in Rules

IN ITS BRIEF filed Oct. 17 through counsel, Paul M. Segal and George S. Smith, of Washington, WBS asked that the rules for announcement of transcriptions be revised to cover explicitly the WBS program service. The issue of elimination of the transcription announcement altogether, a perennial one since transcriptions became popular, was not specifically raised. It was asked that definite language be added to the existing regulations, and the request also was made that WBS be given an early opportunity to offer evidence and present oral arguments.

The language proposed by WBS to cover transcriptions in its library to eliminate the necessity of the announcement after each number, was as follows:

"In cases where a library of electrical transcriptions made exclusively for broadcasting purposes is so made that a number of individual selections are used in the presentation of a coherent and continuous program, then even though that program is not produced from one individual mechanical reproduction, but is assembled into a continuous program through the use of selections from several such reproductions, the program is nevertheless an electrical transcription program and the announcement thereof is governed by the first sentence of the second paragraph of Rule 176. The use in such program of various commercial credits or announcements shall not be considered as interrupting the continuous character thereof."

Other Revisions

THIS ISSUE grew out of the fact that some FCC employes had interpreted the regulation now in force to mean that in the case of the WBS service, announcements of the "electrical transcription" or "mechanical reproduction" would have to be made after each number from a given disc, rather than at the 15-minute interval specified.

Aside from this issue, however, the current understanding is that the Broadcast Division also will take testimony on the broader issue of elimination of the announcement "this is an electrical transcription", altogether. It is indicated, too, that the Broadcast Division will consider other possible revisions, such as those now in force in connection with call letter announcements, wherein the stations are required to make such announcements only at one-half hour intervals, or changes in language designed to clarify the matter.

Opposition to the WBS proposal, and to any proposition that the announcement be eliminated, doubtlessly will be forthcoming from the American Federation of Musicians, which repeatedly has opposed transcriptions on the ground that they tend to bring about unemployment for musicians in radio studios. Networks, like live talent performers, also have looked askance upon the elimination of the transcription announcement, maintaining that there should be some differentiation between "live talent" and recorded programs so the public may be kept informed as to the character of program.

NAB Resolution

THE ISSUE of elimination of the announcement requirement was first raised in 1933 at the NAB convention, when a resolution was adopted petitioning the old Radio Commission to abolish the requirement. At the convention last October in Cincinnati, similar action was taken. As adopted by a record vote, last year's resolution reads as follows:

Resolved, that the National Association of Broadcasters hereby reaffirms the resolution adopted at its 1933 convention referring to the elimination of announcements for electrical transcriptions produced especially for broadcasting, and directs the convention resolutions committee to draft an appropriate resolution for this purpose to be transmitted to the Federal Communications Commission.

The 1933 resolution reads as follows:

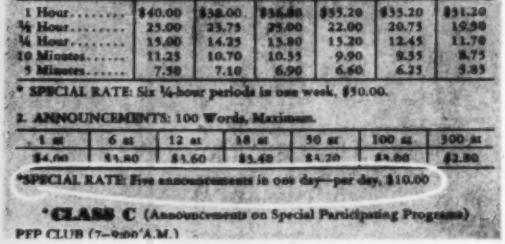
Whereas, the use of the electrical transcription method of broadcasting programs is generally accepted by both stations and by listeners, and has become an important economic factor in the operation of broadcasting stations, and

Whereas, there is definite evidence of serious loss in income to stations because of existing requirements that electrical transcription programs must be so announced, and

Whereas, there has been sufficient progress in the manufacture of electrical transcription programs that the reproduction of the majority of such

(Continued on page 39)

Tell your advertising story to the people of DAYTON, OHIO *and the* GREAT MIAMI VALLEY 5 TIMES A DAY *for* $10 A DAY!



CLASS B (All Hours Except 6 P.M. to 11 P.M.)

1. PROGRAM TIME

	1 Time	6 Times	13 Times	26 Times	52 Times	100 Times
1 Hour	$40.00	$38.00	$36.00	$35.20	$33.20	$31.20
¾ Hour	23.00	23.75	22.00	22.00	20.75	19.50
½ Hour	15.00	14.25	13.80	13.20	12.45	11.70
10 Minutes	11.25	10.70	10.35	9.90	9.35	8.75
5 Minutes	7.50	7.10	6.90	6.60	6.25	5.85

* SPECIAL RATE: Six ½-hour periods in one week, $50.00.

2. ANNOUNCEMENTS: 100 Words, Maximum.

1 at	6 at	12 at	18 at	50 at	100 at	300 at
$4.00	$3.80	$3.60	$3.40	$3.20	$3.00	$2.80

*SPECIAL RATE: Five announcements in one day—per day, $10.00

*CLASS C (Announcements on Special Participating Programs)

PEP CLUB (7—9:00 A.M.)

WSMK is the pioneer broadcasting station of the Miami Valley. Its ten years on-the-air have created a faithful following that responds to the stimulation of choice C.B.S. and local programs. Its 18¼ hours on the air each day are crowded with production opportunities for advertisers who want to sway the bulk of this rich market quickly and at moderate cost.

Population Characteristics and Case Histories of Successful Sales Campaigns Available on Request.

WSMK

BROADCASTING COMPANY

Loew's Theatre Bldg., Dayton, Ohio

CBS

AFFILIATED STATION

KHJ is TOP station in LOS ANGELES

In the greatest mass radio survey ever conducted in Los Angeles, KHJ, the Don Lee-Columbia station had the largest number of listeners in the Los Angeles Metropolitan District. It showed that an average of nearly one-third of the 639,895 radio families in this rich area are *habitually* tuned to KHJ.

The Los Angeles Metropolitan District has 77% of the population and 78% of the retail sales of the entire 11 Southern California counties. KHJ completely dominates this market.

Here are the Vital Statistics to Prove That Claim

64,380 radio listeners answered the question "What radio station are you listening to now?" KHJ was tuned in on over 30% of the radio sets during this test period. 30% more audience than the next leading station. Here's the score: KHJ 30%; 2nd station 23%; 3rd station 12%; 4th station 11%; 11 other stations and "stations not known" accounted for 24%.

Who Made This Radio Survey . . . and How?

Radio Surveys, Inc., an independent research organization tested every night for seven weeks, from 6 to 9:30 p. m.—3½ hours a night until over 64,000 calls were made.

Copy of this survey will be mailed on request

BERT A. PHILLIPS, *Sales Manager of KHJ*

DON LEE BROADCASTING SYSTEM

Affiliated with
COLUMBIA BROADCASTING SYSTEM
C. Ellsworth Wylie, General Sales Mgr., Los Angeles

Los Angeles Office, 7th and Bixel Streets
San Francisco Office, 1000 Van Ness Avenue

KFRC, San Francisco
KFBK, Sacramento
KHJ, Los Angeles
KWG, Stockton
KGB, San Diego
KMJ, Fresno
KDB, Santa Barbara
KERN, Bakersfield

(COLUMBIA NORTHWEST UNIT) KOL, Seattle KOIN, Portland KVI, Tacoma KFPY, Spokane

The DON LEE Chain

In addition to local spot broadcasting, the Don Lee Broadcasting System gives you the utmost in flexibility to match your selling problems.

•

You can buy a Northern California network: San Francisco, Sacramento, Stockton, Fresno, Bakersfield.

•

You can buy a Southern California network: Los Angeles, San Diego, Santa Barbara.

•

You can buy a California network by combining these two and get your message over eight stations in the eight major distributing areas of California.

•

Another click of the switch and you get a Pacific Coast network, by adding Portland, Seattle, Tacoma, Spokane.

Facts

on file at CBS

The number of radio homes by states, counties and principal cities of the United States, as of January, 1935.

Distribution of radio sets by income levels.

The number of families, in different income levels, who own two or more radio sets.

Number of automobile radio sets now in use.

Percentage of radios now in working order.

The average length of the daily listening period by time zones as well as seasons.

Percent of radio sets in use morning, afternoon and evening by days of the week.

Length of the daily listening period in relation to number of years of radio ownership.

Number of radio families who will be away from home during any two-week period in the summer months: June, July, August.

The number of radio families who will take radios along with them on their vacations.

Size of 1935 summer audience as compared with 1934 and with the winter audience.

Analysis of the "upper-income" program.

The average radio home versus the non-radio home: comparisons of the average income, the rental value, and the degree of use of products advertised over the radio.

The ear versus the eye; which will learn faster; which will remember longer.

Guaranteed minimum listening area of CBS stations, with audited popularity surveys and regional market data. (The new 3rd series of Listening Area maps will be ready shortly.)

Analyses of offers and contests made recently over the Columbia Broadcasting System.

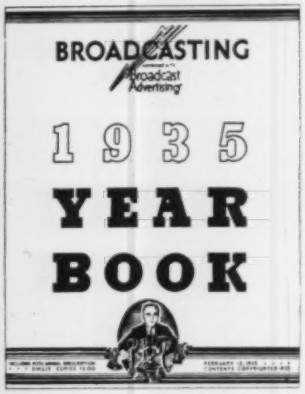
What Else Would You Like Us To Find Out?

Our aim in Columbia research is to supply executives with radio information they want and can use. We invite questions—and suggestions from you for new research projects which might reveal facts that would still further aid American business to intelligently plan radio advertising and marketing activities. Please write or call:

THE COLUMBIA BROADCASTING SYSTEM

World's Largest Radio Network • Headquarters for Radio & Radio Facts

485 MADISON AVENUE, NEW YORK CITY • 410 NORTH MICHIGAN AVENUE, CHICAGO, ILL.



★ "I think it is a most complete compendium of information, and I don't see how anyone interested in radio broadcasting can get along without it."

L. C. Probert,
Vice President-Advertising Manager,
Chesapeake & Ohio Railroad.

●

The 1935 Year Book

(240 pages of directory data)

AVAILABLE TO ALL SUBSCRIBERS

[Without Extra Cost]

BROADCASTING
Broadcast Advertising

National Press Bldg.,
Washington, D. C.

Please enter my subscription to BROADCASTING. Begin with 1935 YEARBOOK Edition. Check is enclosed.

☐ $3.00 for ONE YEAR—YEARBOOK INCLUDED.

☐ $5.00 for TWO YEARS or for TWO ONE-YEAR subscriptions, YEARBOOK INCLUDED.

Canadian and Foreign Subscriptions $4.00 per year.

Name .....

Address .....

City .....

State .....

Firm Name .....

Your Position .....

Success in Introducing Congoin Traced To Campaign Using 140 Radio Stations

By Ralph Lockwood
Vice President
Lockwood-Shackelford Co., Los Angeles

FORTY TONS of Congoin (health beverage) a month is a lot of merchandise to move, but radio is doing it. As a matter of fact, radio launched the idea about 12 months ago and has carried the entire burden. The only additional advertising other than radio has been a minor use of trade publications and, of course, dealer displays and the other necessary literature for point of sale effort.

Outstanding in the campaign of the Congoin Co., Los Angeles, is the fact that it is doubtful if this product could ever have been introduced to the people of this country without radio when you realize that Congoin is an entirely new product to this continent. It necessarily carries a long story, longer than the public will read but with sufficient interest that they will listen to it. Some 140 stations carry the programs.

Wide Distribution

THE UNUSUAL feature of the campaign was a series of programs over KNX, Hollywood. This campaign was run for a period of five weeks. Congoin sponsors the *In-Laws*, five nights a week, over this station and has for many months. An offer was made—a picture of the *In-Law* cast in return for an evidence of purchase, consisting of a box top. The listeners were instructed if their dealers did not carry Congoin they could send their dollar direct to the station and receive a package of Congoin along with the picture. In five weeks, from all of the 11 western states, Alaska and in many states east of the Rockies, 16,542 *In-Law* fans responded.

To get some idea of the power of radio, the present distribution of Congoin in the 11 western states tells the story, said to be virtually unparalleled in the history of trade. The first distribution of this beverage was made last August. Today it is distributed through over 20,000 drug and grocery stores in the 11 western states. The restaurant business, served by individual tea bags, is growing with unusual rapidity. Congoin is supported by nearly every wholesale druggist and grocer in the West.

The present radio schedule of Congoin gives complete coverage in the West. KNX *In-Law* programs are supported by three time signals a night. In the San Francisco area John Nesbitt, narrator, in his famous *Headlines of the Past* has taken the history of Congoin into hundreds of thousands of homes via KFRC. Spot transcription broadcasts have been carried on in all of the population centers of the West. The people living in and around Chicago are being sold Congoin direct over two stations—six days a week over WLS, sponsoring the *Ma and Pa* skit, and six nights a week over WJJD, using Transradio News.

Following the policy of Congoin these new markets are opened through direct sale to the consuming public. Some 140 stations on the schedule have taken the story of Congoin throughout the length and breadth of the United States. The progress of Congoin's radio activity has been one of the most interesting success stories to come from radio on the Coast.

Merchandising Tieups

CONGOIN has never given away free samples. It has, however, a display carton carried at the cash registers of the drug and grocery stores. This displays 24 ten-cent trial packages. They are never mentioned over the air, but in the last six months over 800,000 have been sold. Besides the trial package Congoin is packed in 100, 200 and 400 cup sizes, and the individual bag cartons of 100 Congoin bags for individual service. This latter is for cafe, restaurant and soda fountain distribution. Supplementing this radio effort, it has been backed by window strips, window displays and 50,000 seven-color lithograph color cards.

The Congoin success proves beyond all question the tremendous power of radio advertising. It proves that when you have an interesting story, presented in an interesting way, the public will respond, and their response will reflect in sales. The present activity west of the Rockies is now developing the Congoin business in a dozen or more trade centers, and by maintaining the present schedule national distribution will be secured within the next few months.

TEXACO'S SPEED
Signs Baseball Series One Day, On the Air the Next

ESTABLISHING what is believed to be a record for speed, the Texas Co. (Fire Chief gasoline and Texaco Petroleum products) became the sponsor of all home games of the two Chicago major league baseball clubs over WCFL on April 16. According to S. J. Andrews, vice president of Hanff - Metzger, Chicago, agency which placed the account, the program was okehed by the Texas Co. at noon April 15 and it went on the air the following afternoon.

The oil company is sponsoring the play-by-play broadcasts of all of the home games of the White Sox and Cubs, under the contract. Hal Totten, dean of Middle West sports announcers, and a pioneer of broadcasting from the playing field, is handling the broadcasts.

New Representative

GEORGE ROESLER has opened offices as a station representative at 43 East Ohio St., Chicago, representing KARK, Little Rock, Ark., and the Wisconsin League of Radio Stations, comprised of WKBH, La Crosse, WTAQ, Eau Claire, WHBL, Sheboygan, WHBY, Gree Bay, WCLO, Janesville, WRJN, Racine, and WIBU, Poynette. For several years commercial manager of KOIL, Omaha, Mr. Roesler was later eastern sales representative for Edgar Rice Burroughs, Inc. (Tarzan transcriptions), and was recently associated with the Bert Horswell Co. Mr. Horswell has closed his Chicago office and is now in La Crosse, Wis., as assistant to Joseph Callaway, head of WKBH.

KJR
5,000 WATTS
CLEAR CHANNEL
N. B. C. NETWORK
SEATTLE
WASHINGTON

Business is better in Washington State.

And business is much better for those firms who use KJR.

Sales managers will do well to advertise in this favored territory over this favorite station.

The Grand Coulee Dam and Bonneville Dam projects are speeding up business here.

You will get your share if you use KJR. Fisher's Blend Stations, Inc., operating KOMO-KJR, Seattle, Washington.

For information consult
Edward Petry & Co., Inc.
New York Chicago
Detroit San Francisco

We've blended

LAUGHTER
THRILLS
MUSIC
HOME INTEREST

and every other element,

for your use in...

Radio's Most Diversified Service

Great shows with famous artists...

This is "big time" stuff, every minute of it! It's the stuff of which great network features are made! Every artist is a "name" artist, with all the ability that made him famous! Every show is created by producers who have made their mark! What's more, these programs **sell!**

Commercial value proved on every program...

Every feature in the MacGregor and Sollie Program Service has been successfully sponsored and every feature is easy to sell! For not only are they **audience** builders; they're **business** builders! After all, you're in business to make money... and these programs are designed to **keep** you in business!

● **Securing MacGregor and Sollie Program Service is like becoming a network station overnight. Many network stations use it to keep the quality of their programs at the top! Here is perfect balance, with every conceivable type of listener-interest cared for. Here is the greatest diversified group of programs offered anywhere by anyone! Here, ready to come to you weekly, are 24 units of such amazing variety that *any* station begins to build audience *at once*! Thrilling dramas, gay dance music, child appeal, domestic science, gossip, philosophy, variety entertainment, comedy, team shows... and a whole lot more. This is no mere "phonograph record" service! But the cost is amazingly low. Write for details!**

MAC GREGOR AND SOLLIE, INC.

Electrical Transcriptions

865 MISSION STREET
SAN FRANCISCO

Western Representatives of
EDWARD PETRY & COMPANY · INC.

A PIONEER IN RADIO

KSD

ST. LOUIS' DISTINGUISHED BROADCASTING STATION

KSD was prominent in developing practices that today are commonplaces of broadcasting. For example, the first chain service in America followed successful experiments made by KSD when stage performances at theaters in St. Louis were broadcast from this station.

Red Network Outlet for National Broadcasting Co

Station KSD—The St. Louis Post-Dispatch
POST-DISPATCH BUILDING, ST. LOUIS, MO.
Edward Petry & Co., National Advertising Representatives
New York Chicago Detroit San Francisco

Sponsors Revising Drug Continuities

Cooperate With FCC to Avoid Trouble Over Programs

COOPERATIVE steps to eliminate objectionable continuities are being taken by several of the medical service and medical products accounts cited by the FCC as being under investigation, it was learned in official quarters April 26. Following disclosures in the April 1 issue of BROADCASTING of more than a score of accounts against which complaints had been made, a number of the manufacturers or distributors of the products contacted the FCC and the Federal Trade Commission to ascertain how they could modify their commercial credits to avoid any possible punitive action against the stations which had been cited.

Continuities Revised

MEANWHILE, a general toning down of such advertising was apparent, with many stations moving far more cautiously than in the past. The FCC maintained its silence with respect to new complaints on the ground that such matters must be held strictly confidential until full investigations are made. It is understood that there are now pending before the FCC about three-score complaints having to do with station programs and other operations construed as in possible violation of regulations.

In all of its dealings regarding programs, the FCC is now emphasizing that it is doing nothing, and intends to do nothing, that will violate the provisions of the law prohibiting any exercise of program censorship on its part. Nevertheless, Chairman Anning S. Prall reiterated that there was no intention whatever of "letting down", and that the FCC already is seeing the fruits of its efforts in the elimination of improper or border-line programs.

WOR Rate Increase

AN INCREASE in evening rates and introduction of a more liberal discount plan, promoted by the increase in power from 5,000 to 50,000 watts, together with "a substantial gain in radio sets, and an estimated increase of 50% in listeners" was announced April 20 by WOR, Newark, to become effective one month later. As against the former night rate of $750 per hour, $450 per half hour and $300 per quarter hour, the new rates are $925, $555 and $370, respectively, with day rates remaining the same. Prior to May 20, WOR will accept contracts at the old rates for the first 13 weeks, providing the broadcasts begin by June 20. As in the case of the readjusted network schedules, the buyer of time will benefit according to the quantity of time purchased per week, and in addition the advertiser will receive a 10% rebate at the end of 52 weeks of consecutive broadcasting.

GEORGE B. STORER, Detroit broadcaster and operator of CKLW, Windsor, Ont., has filed an application with the FCC for a new daytime station on 680 kc. with 1 kw.

PRESTO "INSTANT" RECORDER

Fulfills the insistent demand by Broadcasting Stations and Electrical Transcription Studios for highest quality, highest fidelity recording apparatus. The list of stations now using Presto Equipment reads like the "Blue Book" of Broadcasting. And, all the better recording studios are Presto equipped.

Write for complete descriptive circular and prices.

Ask about the new High Fidelity AC-DC Portable Disc Reproducer

FEATURES

Turntable — 2 speeds — 78 and 33⅓ R.P.M. Records on either aluminum or acetate. Interchangeable feed screw for either inside out or outside in, at any number of lines per inch. Accurately turned cast aluminum table with extra heavy rim for maximum filtering. Amplifier has 92 Db gain—10 watt output. Flat within 1.5 Db from 30-15,000 cycles. Copper oxide Weston volume indicator. Power supply for preamplifier and radio tuner. Equipped to handle 2 turntables for continuous recording. Has 2 controls. Gain and selector switch (radio — radio receiving, play back, microphone receiving, microphone P.A.).

Everything for recording, from a needle to a complete studio installation.

PRESTO RECORDING CORPORATION, 139 West 19th Street, New York, N. Y.

43*

LEADING STATIONS HAVE FOUND A NEW ROAD TO PROFITS THROUGH THE USE OF Standard Program Library

● Here's a new profit opportunity for broadcast operators and advertisers . . . a complete program library utilizing Hollywood's finest recording orchestras, vocal soloists and singing ensembles in flexible form at low cost rates. Already 43 leading stations are enthusiastic subscribers.

The Standard Program Library service brings you the finest talent in America flexibly arranged permitting you to build programs for every possible sponsor at the lowest possible cost.

The following leading American broadcasters are now using Standard Program Library Service:

WTMJ Milwaukee	WTCN Minneapolis	WOW Omaha	WFDF Flint
WXYZ Detroit	WNAC-WAAB Boston	KGHL Billings	KGHI Little Rock
WIBM Jackson	WEAN Providence	KMBC-W9XBY Kansas City	WFAA Dallas
WFBM Indianapolis	WICC Bridgeport	WAIM Anderson	WHEC Rochester
WMBD Peoria	WPAY Portsmouth	WIBW Topeka	WEBR Buffalo
KMOX St. Louis	KGW-KEX Portland	WIOD Miami	WKRC Cincinnati
WCOL-WBNS Columbus	WOC Davenport	KSL Salt Lake City	WCAE Pittsburgh
WBBM Chicago	KOMO-KJR Seattle	WJTL Atlanta	WINS New York
KFWB Los Angeles	KHQ-KGA Spokane	KLZ Denver	XEBC Agua Caliente
WPTF Raleigh	KSO-KRNT Des Moines	KTAR Phoenix	WOOD-WASH Grand Rapids
KTAB San Francisco			

**All in the brief period since March 1st — and the list is growing daily.*

If you want exclusive use of this outstanding service in your territory at the present prevailing low rates communicate immediately with us.

STANDARD RADIO ADVERTISING COMPANY, INC.

6404 HOLLYWOOD BLVD., HOLLYWOOD, CALIF. • 180 NORTH MICHIGAN AVE., CHICAGO, ILLINOIS

— Representatives —

KASPER-GORDON 140 North Boylston Ave., Boston, Mass. • CONQUEST ALLIANCE 515 Madison Ave., New York City, N. Y.

"PFUI on Dog Days!"

Somehow, somewhere, the idea has got around that people don't listen to their radios in the summer. That loud noise you hear is us laughing.

Out here in the Buffalo Area, radios are just as popular in the dog days as they are in the winter time—and there's an even larger listening audience.

That's no exaggeration at all. The Buffalo Area is pretty much of a vacation territory, you know. There's Niagara Falls drawing thousands of tourists every week. There's Lake Erie literally lined with cottages on both the American and Canadian Shores. There's Lake Ontario with almost as many summer homes. And there's also the automobile radio which dealers tell us is selling like hotcakes hereabouts.

Those are the reasons why we say "Pfui on dog days". We know from past experience that radio advertising is highly effective throughout the summer months in the Buffalo Area. Advertisers who tried it just to keep us from pestering them any more got results that surprised everybody but the Buffalo Broadcasting Corporation.

The time is ripe right now to lay your plans for a summer radio campaign in the Buffalo Area. When you put one on over Buffalo Broadcasting Stations WGR-WKBW you command the largest regular listening audience on the Niagara Frontier. You reach the spending public—and you can pick the most advantageous periods to put your message across.* Think it over.

550 WGR "THE ENDS OF THE DIAL" 1480 WKBW

BBC

OPERATED BY THE BUFFALO BROADCASTING CORPORATION, RAND BUILDING, BUFFALO, N. Y.

MEMBER
Transradio Press Service
Columbia Broadcasting System
National Association of Broadcasters
World Broadcasting System Program Service

REPRESENTED BY
FREE & SLEININGER, Inc.
New York, Detroit, Chicago
Denver, Los Angeles, San Francisco, Seattle

* Buffalo Broadcasting Corporation Stations WGR-WKBW divide Columbia Broadcasting and Buffalo Broadcasting productions between them, enabling you to pick and choose your time in a way that's impossible when one station carries chain programs.

Baseball Stars Signed

SPONSORED by General Mills Inc., two of baseball's outstanding stars will be featured in a nightly baseball review over WCAU, Philadelphia, in which they will tell the "inside story" of the day's baseball game. Left to right, in the above photograph, are Jimmy Wilson, manager of the Philadelphia Nationals, Dr. Leon Levy, president of WCAU, and Jimmy Fox, captain of the Philadelphia Americans. Nightly ten minute talks will be given at 6.45 p. m. from the dressing rooms of one or the other of the clubs, depending upon which team is playing on home grounds. The account was placed through Blackett-Sample-Hummert Inc., Chicago.

Waytrol Series

NUTRITIONAL RESEARCH Inc., Los Angeles, on April 17 started a 30-day test program on KECA, Los Angeles, thrice weekly. Advertising Arts Agency, Los Angeles, handles the account and the program is captioned *Health News Reporter*. The sponsoring firm recently entered the national market and produces "Waytrol", a weight control nutritive in powder form. Other stations in the 11 western states will be used later if the opening campaign is successful.

Disc Firm Control Is Taken to Court

COURT action in Los Angeles in April indicated a three-cornered legal battle for the control of the Radio Transcription Co. of America, which maintains studios in Hollywood and offices in New York and Chicago.

Action was brought in superior court by G. Y. Clement, a stockholder, who asked for the removal of Freeman Lang and Everett K. Barnes as directors. He asked for an accounting of funds of the corporation.

Two cross complaints were on file April 19. One was placed by Messrs. Lang and Barnes and Gertrude De Blin, also a director. They asked for removal from the directing board of C. C. (Cash and Carry) Pyle, sales manager, and John J. Wilson, secretary-treasurer, on the grounds that they exceeded their authority. They also asked for an accounting of expense funds used by Mr. Pyle.

The second cross-complaint was filed by Mr. Pyle and called upon the court for a declaration of the respective rights of both Mr. Lang and Mr. Pyle under an alleged voting agreement. His contention, as stated in the document, was that under the specified agreement Mr. Lang lacked a right to vote any of the stock of the corporation without his (Pyle's) concurrence.

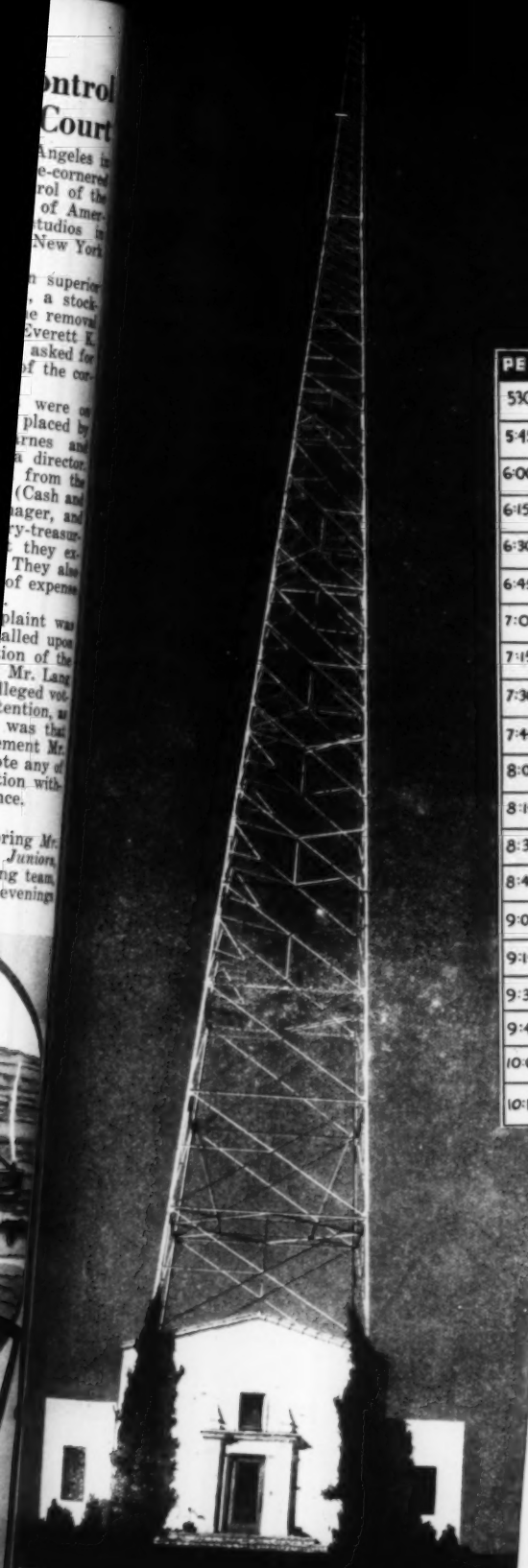
FORD dealers are sponsoring *Mr. Gallagher and Mr. Shean, Juniors*, sons of the famous old song team, on WEAF, New York, six evenings weekly.

DULUTH WEBC SUPERIOR

We've got an IRON-GRIP on listener interest . . .

Because Nature planted her iron mines in our front yard, many transmitters—even of high power—cannot reach the ears of listeners here. The Head of the Lakes section must depend upon WEBC, and WEBC realizing this unique responsibility, goes the limit to please and hold its audience. You need WEBC to reach this rich territory—we've got an IRON GRIP on listener interest.

HEAD OF THE LAKES BROADCASTING CO. SUPERIOR DULUTH



KNX Summer Schedule
HEAVIEST In Station's History

PERIOD P.M.	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5:30 - 5:45	LIBBY'S MILK "Og-Son of Fire"	UNIVERSAL SONG 31 SERVICE "New Songs"	LIBBY'S MILK "Og-Son of Fire"		LIBBY'S MILK "Og-Son of Fire"	Rev. C.E. FULLER Religious Talk	Dr. JOHN MATHEWS "Bible Stories"
5:45 - 6:00	OVALTINE "LITTLE ORPHAN ANNIE"						
6:00 - 6:15	WHEATIES "JACK ARMSTRONG - ALL AMERICAN BOY"						
6:15 - 6:30	CRAZYWATER CRYSTALS "KNX NEWSPAPER OF THE AIR"						
6:30 - 6:45	HORLICK'S MALTED MILK "LUM and ABNER"						Rev. C.E. FULLER Church Service
6:45 - 7:00	RICHFIELD GASOLINE & OIL "AIR ADVENTURES OF JIMMIE ALLEN"					CALONITE "June Irwin"	
7:00 - 7:15	FRANK WATANABE and ARCHIE Nature Sustaining						
7:15 - 7:30	POWER SEAL Rudy Wiedoeft		POWER SEAL Rudy Wiedoeft	P.T.M. LAB'S Southern Singers	POWER SEAL Rudy Wiedoeft		
7:30 - 7:45	CONGOIN "The Inlaws"						Dr. FRANK ROBINSON Physician
7:45 - 8:00	O-M-TABLETS "King Cowboy"						THE WATCH TOWER Talk
8:00 - 8:15	CALONITE "June Irwin - COSMETIC ADVICE"					HOLLYWOOD BARN DANCE (PARTICIPATING)	PRESBYTERIAN Church Service
8:15 - 8:30	THIS PERIOD - STRAIGHT ACROSS THE BOARD - AVAILABLE FOR A 5 DAY A WEEK SPONSOR						
8:30 - 8:45	CURARINA String Ensemble				CURARINA String Ensemble	"United Remedies"	
8:45 - 9:00	TOWNSEND PLAN "Educational Talk"			AFFILIATED TEACHERS Shining Adventure	TOWNSEND PLAN "Educational Talk"		Nature Sustaining
9:00 - 9:15	ALKA-SELTZER "KNX NEWSPAPER OF THE AIR"						
9:15 - 9:30	CHEVROLET "Musical Moments"	IRONIZED YEAST	CHEVROLET "Musical Moments"		CHEVROLET "Musical Moments"	BARN DANCE (Continued)	DR. M.L. THOMAS "Bible Talks"
9:30 - 9:45	KNX DUDE RANCH PARTICIPATING	DILLS TOBACCO "Pick and Pat"	KNX DUDE RANCH (PARTICIPATING)	KNX DUDE RANCH (PARTICIPATING)	IRONIZED YEAST	(PARTICIPATING)	KNX DUDE RANCH (PARTICIPATING)
9:45 - 10:00	"United Remedies"		"United Remedies"	"United Remedies"	HOLLYWOOD AMERICAN LEGION STADIUM "Fights" Nature Sustaining		"United Remedies"
10:00 - 10:15		KNX DUDE RANCH (PARTICIPATING) "United Remedies"					
10:15 - 10:30							

Here's the Proof of KNX' "PULLING POWER" In a Nutshell... 75.4% of KNX's available tim between 5:30–10:30 P. M. has bee reserved for **Summer** sponsorshi

ONLY A FEW SPOTS REMAIN OPEN

If you are contemplating a campaig over KNX this Summer or next Fa you are urged to make reserv tions immediately to eliminat disappointment.

50,000 WATTS

SINGLE MAST VERTICAL RADIATOR

1050 KILOCYCLES KNX

THE "VOICE OF HOLLYWOOD

JOHN BLAIR & CO., National Representativ
New York — Detroit — Chicago — San Francis

WC

ky

Sales of Summer Time On Networks Increasing

SUMMER schedules of networks will overcome much of the usual warm weather letdown, according to present indications, with NBC announcing that bookings already are 25% over 1934. Sixty NBC clients, as of April 19, had signed to continue during the summer, 37 of them having been users of the network for more than a year. In all, 74 sponsored programs are booked.

Expenditures on NBC for the four summer months since the network started have been: 1927, $923,720; 1928, $2,482,128; 1929, $4,251,278; 1930, $6,545,597; 1931, $7,953,082; 1932, $7,957,685; 1933, $5,953,862; 1934, $8,253,005.

WWNC

Operated By The Citizen Broadcasting Company, Inc.

ASHEVILLE, N. C.

Biggest Business in Years!

—is the honest prediction for Asheville and resort Carolina for the next few months. Vanguard of tourist army already arriving . . . retail sales already mounting. Get on the air NOW . . . over WWNC . . . sole blanket radio coverage!

Full Time NBC Affiliate

1,000 Watts 570 Kilocycles

TIEUP WITH CIRCUS
Ovaltine Program Offers Cheap Tickets to Big Tent

TO HELP children who listen to the broadcast adventures of Orphan Annie see her in a circus, to help the circus sell more seats in the afternoon, and to increase the sale of its Ovaltine are the three purposes of a tie-up recently effected between the Wander Co., Chicago, and the Cole Brothers-Clyde Beatty Circus.

In the serial program, broadcast each weekday afternoon over an NBC-WJZ network, Annie is beginning a new series of adventures with a mythical circus. In reality, there is an Orphan Annie in the Cole Brothers-Clyde Beatty Circus which opened in Chicago on April 20, who may be seen with her dog Sandy throughout the show's entire season.

By an exclusive arrangement between sponsor and circus management, any child presenting an Ovaltine carton-top at the ticket office will be admitted at a reduced rate (a 40-cent seat for the carton-top and 25 cents) at any matinee performance except Saturday or Sunday. This arrangement, announced on each broadcast, will be continued during the road tour of the circus, which will include approximately 150 towns. The plan was conceived and carried out by the Chicago office of Blackett-Sample-Hummert Inc., in charge of the Ovaltine advertising.

AN AMATEUR program especially for child talent has been started by WFBL, Syracuse.

WLW Directional Signal On 500 kw. Is Analyzed

THE FCC is holding in abeyance consideration of the protest of WOR against WLW's resumption of operation with 500,000 watts at night until it can review the technical analysis of the super-power operation with the new WLW directional or "suppressor" antenna, it was learned April 25. Action is unlikely until the regular FCC meeting May 7. WLW resumed its 500,000-watt night operation experimentally with the new antenna on April 24 and observations are being made by the FCC, Canadian Radio Commission, WLW and WOR, to ascertain the signal pattern and the degree of interference, if any.

WOR contends that WLW's use of a directional designed to curtail interference toward Toronto, where CFRB complained of blanketing, would result in intensifying interference with it, since the Newark station operates on the adjacent channel of 710 kc. After analyzing the results, the FCC then will consider the WOR protest. Both stations are outlets of the Mutual Broadcasting System, and, it is openly indicated, some resentment has arisen from the protest.

Client's Audition Room Placed in New Offices By Free & Sleininger

AN AUDITION room for clients, modern in style and equipped with wide-range Western Electric reproducing equipment, has been included in the newly-enlarged Chicago quarters of Free & Sleininger Inc., at 180 N. Michigan Ave.

In addition to the audition and control rooms the added space includes a number of private offices which will be occupied after May 1 by the Chicago staff of Free, Johns & Field Inc., affiliated firm of station representatives.

On May 1 the New York office of Free & Sleininger Inc., will move into larger quarters at 110 E. 42nd St. These will contain audition and control rooms similar to those in the Chicago offices and will house the New York staff of Free, Johns & Field Inc. The enlarged quarters in both cities are in line with increased activities in the sale of transcribed radio programs, it was stated by James L. Free, president of both organizations.

Of course!

YOU WANT THE DETROIT MARKET

. . . And CKLW alone is the only Radio Station you need to cover the entire Detroit area.

Then it's

CKLW YOU WANT

Member COLUMBIA Basic Network—5,000 Watts (1030 kc.) In the center of the dial. Windsor Offices: GUARANTY TRUST BLDG.

Follow the example of DETROIT merchants. CKLW carries more local advertising than any other network station covering the vast Detroit area. Detroit Offices: UNION GUARDIAN BLDG.

WBNX

MARKS THE SPOT

BROADCASTING CENTER

Because WBNX broadcasts in 10 other languages besides English, it truly speaks the language of every resident of this rich metropolitan market.

WRITE FOR CONCENTRATED MARKET COVERAGE BULLETIN

WBNX • New York

Recording Artists Refuses to Supply Names of Licensees

Proceeding With Plan to Exact Fees for Record Broadcasts

DESPITE inquiries from stations and from the NAB respecting its membership and its right to assess royalties on the performance of phonograph records, the American Society of Recording Artists Inc., Hollywood, has thus far failed to supply this information, but informed BROADCASTING's correspondent in Hollywood April 22 that it intends to "proceed" with its original plans, as of May 1. So far as known, no stations have signed the licenses proposed, which are regarded as "extortionate" in the extreme, plus the fact that the organization has not proved its right, legally or otherwise, to collect the royalties.

Strangely enough, George H. Hall, managing director and Arthur W. Levy, executive secretary, told BROADCASTING's correspondent that they had received "many communications from broadcasters" and that "in the main their reactions have been favorable." They added: "While we will not, at this time, release the names or numbers of the stations that have signed with us, we can say that the response has been favorable to the extent that we shall go ahead with the original plans. These call for a service fee of $5 a month to stations to pay for log sheets, clerical expense, postage and so forth. In addition, stations will pay from 5 to 15 cents per performance for each phonograph record that uses talent belonging to our group."

List Not Furnished

THE ORGANIZATION a few weeks ago circularized all stations with license blanks and a covering letter informing them that the new system of royalty assessments would become effective May 1. It is understood that the "Society" seeks to collect in the neighborhood of $5,000,000 from radio, as against about $2,000,000 collected by ASCAP. The bulk of this, of course, would come from the smaller stations which use far more phonograph records than the larger ones.

To the inquiry regarding members and their compositions, Mr. Hall said:

"I have not felt it at all necessary to furnish a list of our present-day members' names or their number. After all, it is a list that is being revised almost daily with additions and changes. However, I do not mind saying that the list is available to bona fide station inquiries from broadcasters who have signed up with us. Member stations, naturally, are entitled to this and all other facilities of the Society's clerical force."

Another Fireside Chat

PRESIDENT ROOSEVELT spoke over the nation-wide networks of both NBC and CBS networks Sunday, April 28, at 10 p. m. (EST), in another of his Fireside Chats, this time on the $4,800,000,000 re-employment fund. It was his first intimate talk this year.

Senate Reverses Copyright Action

Rescinds Treaty Ratification Pending Plan to Revise Law

THE UNUSUAL procedure of rescinding its ratification of a treaty was taken by the Senate April 22 in the case of the Rome Copyright Convention, after its membership had been informed that there had been a legislative understanding that the document would not be accorded action until the Senate could consider an accompanying bill revising the copyright laws to afford greater protection to users.

The treaty was ratified April 19 while Senator Duffy (D) of Wisconsin, was absent from the chamber. On April 22 he asked unanimous consent that the measure be returned to the executive calendar, a motion concurred in by Senator Pittman (D) Nevada, chairman of the Foreign Relations Committee, which originally had reported favorably on the treaty.

Amendments Needed

SENATOR DUFFY is author of the bill (S.2465) which would drastically amend the existing copyright law by eliminating the statutory minimum infringement fee of $250 per infringement and otherwise tone down its provisions, particularly insofar as the arbitrary powers of ASCAP are concerned. It has been pointed out that amendments to this law are essential before the United States can join the International Copyright Union.

Senator Duffy declared April 24 that the procedure now is for the Senate Patents Committee to consider his measure, and perhaps hold brief hearings, particularly to hear whatever protests ASCAP may wish to make. Senator McAdoo (D.) of California, chairman of this committee, has been ill and this has delayed committee action. More than likely, it was indicated at his office, hearings will be called within 10 days or action will be taken without a hearing.

The plan then is to have the Senate consider the Duffy bill preparatory to ratification of the treaty, since this country will not be in position to adhere to the international treaty unless the law is revised. Provisions of the existing law, under the Duffy bill, would be altered to lessen materially the hardships of copyright users, notably broadcasters. (For details see BROADCASTING April 1 and 15.)

Senator's Ambition

A LIFELONG ambition was realized recently by 30-year-old Rush D. Holt, U. S. Senator-elect from West Virginia, when he pinch hit for the Solemn Ole Judge in announcing the *Grand Ole Opry* of WSM, Nashville. The Senator-elect said he had 24 invitations to speak on Jefferson's birthday but chose Nashville because he knew the Opry would be in full sway.

We're 'IN THE MIDDLE'

. . . and like it!

WHAS has the distinct advantage of being able to deliver both northern and southern markets . . . It is the farthest south of all Columbia Broadcasting Basic Outlets, yet it is strategically located in the very heart of the rich Ohio Valley, near the center of population, where its 50,000 watt signal spreads into profitable territories on every side.

. . . And it is because WHAS has proved its ability to reach and sell a large, cosmopolitan audience that its schedule is well filled, winter and summer, with the cream of radio programs.

WHAS

50,000 WATTS . 820 KILOCYCLES

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
NEW YORK CHICAGO DETROIT SAN FRANCISCO

Always!

SAY... or DIAL... or CALL...

Postal Telegraph

No matter what point you want to reach ...whether it be in 80,000 places in the United States or Canada or in all the world beyond, send your message via Postal Telegraph.

For Postal Telegraph is the only American telegraph company that offers a world-wide service of co-ordinated telegraph, cable and radio communications under a single management.

Postal Telegraph will speed your message to the other end of the town or the other end of the world...with accuracy... with dependability. And when you send a message via Postal Telegraph by telephone, charges will appear on your telephone bill.

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables — *All America Cables.* — *Mackay Radio*

BROADCASTING
and
Broadcast Advertising

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J. FRANK BEATTY, Managing Editor • BERNARD PLATT, Circulation Manager

Radio's Audit Bureau

GOOD progress is being made toward the formation of an ABC for broadcasting station coverage. If diligent effort means anything, such a bureau should be a going concern before the year is out due to the combined efforts of the trade associations representing advertisers, agencies and stations. Properly the broadcasters, through the NAB, are taking the lead.

Guess-work should be taken out of radio. From the standpoint of results, there are case histories of advertisers aplenty which show that radio, dollar for dollar, so outsells every other medium that there really isn't any basis for comparison. But the agencies and the advertisers, indeed the stations themselves, really don't know how they accomplish it from the standpoint of analytical coverage. The proposed cooperative bureau will be designed to supply the figures and related data. It is a logical development, because competitive media have it, despite the fact that their "circulation" problems are not analagous. Pioneering technical survey work undertaken in lean times by such organizations as Jansky & Bailey should not be lost sight of in the creation of the new bureau.

The Program Solution

A TEMPEST unequalled in the history of commercial radio has been stirred up by the Prall-inspired campaign of the FCC to eliminate questionable commercials, particularly those having to do with medical accounts. Many stations are leaning over backward to avoid trouble as a consequence of the FCC edict, and are turning down good business along with the bad or near-bad.

The FCC must move cautiously, lest it run counter to the anti-censorship provision of the law. With conviction and zeal that can hardly be questioned it has sounded the warning, threatening stations with possible extinction. But it hasn't provided a formula which stations or their advertisers can pursue in deciding whether a program meets the standards of good taste. This does not seem to be entirely just, yet the FCC contends that it is as far as it can go.

Everyone agrees there is a certain amount of ill-advised material on the air—a fractional fringe that has tended to cause the whole industry to be misjudged. The united effort is to clear the air of it. The fear is that the FCC may exceed the bounds of sound judgment.

Perhaps a solution would be to set up within the industry (the NAB would be the logical agency) an individual whose task it would be to advise stations and advertisers and their agencies whether particular accounts are construed to be ethically, esthetically and otherwise acceptable. It would be a matter of "editorial selection", so to speak, for the industry. The man would have to be forceful, and one with the courage to say "no". In our opinion a man like James W. Baldwin, executive officer of the Code Authority, might well fit in that niche.

Thus, when a new account is offered, the NAB could review it, and if necessary, check with Federal authorities to ascertain whether the claims are reasonable. Like the procedure so successfully adopted by *Good-Housekeeping* in the home commodity field, the NAB could place its stamp of approval on products or services, and deny it to those which fail to meet predetermined specifications.

We simply toss this idea into the ring.

Common Sense Action

THE CLOSEST approach yet taken to a common sense attitude on radio-press competition in news was the action at the convention of the American Newspaper Publishers Association in New York, upon recommendation of its radio committee. In the committee's conclusions individual broadcasters and radio advertisers who sponsor news will find plenty with which to quarrel. But the real victory is found in the recognition of radio as a news disseminating medium—something the publishers were unwilling to concede at their convention a year ago.

The way is now opened for the United Press and the International News Service to sell news to stations, if they choose. The chances are that they will, and promptly at that. And, as the action of the ANPA clearly sets forth, they can, if they wish, sell their news for sponsorship competitively.

All things considered, it seems that the worst is over in the conflict between radio and the press. It was only necessary for the publishers to realize that radio, as an ultra modern means to disseminate information, could not be ignored. The recognition came in the ANPA action, and while there will be plenty of controversies to smooth over, the problem at least is reduced to a tenable and consistent basis.

The RADIO BOOK SHELF

IN THE INTEREST of effective radio selling, NBC has just published *Broadcast Merchandising—A Review* covering the period from August, 1933 to January, 1935. Among contributors to the regular *Broadcast Merchandising*, of which the new publication is a summary, were Lee H. Bristol, vice-president, Bristol-Myers Inc.; Ralph Starr Butler, vice-president, General Foods Corp.; George W. Vos, advertising division, Texas Co.; Douglas F. Storer, formerly radio director of the Blackman Co.; W. C. McGreevy, manager, Clark-McGreevy Drug Co.; W. G. Hildebrant, president, Gotham Adv. Co.; Arthur Sinsheimer, radio director, Peck Adv. Agency.

"MORE Power to *You*!" titles a handsome brochure published by WOR to publicize among advertisers and agencies its recent increase in power from 5,000 to 50,000 watts. Illustrated with remarkable "shots" of the new high-power plant by the famous woman photographer, Margaret Bourke-White, the spiral-bound volume tells a graphic story of the increased service and coverage afforded by the 10-fold power increase. Particular emphasis is laid on the fact that WOR has "directed power", attained through use of a directional antenna designed to give its maximum coverage in the populous areas.

A POCKET edition of Gilbert & Sullivan operas to serve as a guide to radio listeners has been published by Bass Publishers, 509 Fifth Ave., New York, (35c) under the title *The Radio Synopsis of the Gilbert & Sullivan Operas.*

The Status of the Local

A SERIOUS effort seems to be under way to organize local independent stations into a cooperative group for procurement of national business—business which for the most part now is denied them. In the past such plans have come and gone without making so much as a dent in the tough hides of national advertisers and their agencies.

It is fool-hardy to think that all of the some 250 locals, or even half of them, can band together and establish a common sales organization able to crash the national field. Time isn't bought that way. Moreover there are too many hay-wires who operate on a catch-as-catch-can basis in the local field, who couldn't give away their time (though many of them do!).

But there is no real reason why a moderately-sized group of stations in reasonably good markets could not set-up a cooperative organization with that aim in view. They must be technically acceptable, and operated on high business and ethical standards if they wish to achieve their goal. After all, an advertiser does not inquire as to the number of presses a newspaper has before signing an account; he pretty well knows the public acceptance of the publication as reflected in its circulation. The same applies to radio. The question is not how much power, but whether the station covers the market and has the audience appeal or circulation.

We Pay Our Respects To—

GEORGE FRANCIS ISAAC

THE TYPICAL success story of radio, familiar to readers of this column, is the tale of the pioneer who left the plainly marked highways of established business to plunge into the uncharted regions of radio and who wrested a pioneer's profits from exploiting the virgin ether. George Francis Isaac, subject of this sketch, is the exception that proves the rule.

The best clue to Isaac's character is the fact that, since he left college to sell want ads for the *Chicago Tribune*, he has never asked for a job. Following Emerson's classic address to mousetrap makers, he has applied himself to the job at hand and let the world come to him. The fact that at 32, George Isaac is head of the radio staff of Lord & Thomas, is sufficient testimony to the value of Emerson's advice and to the effectiveness of his own application.

Born Nov. 12, 1902, in the little town of Oak, Neb., George spent his boyhood in Mankato, Kan. After graduating from the Mankato High School, he matriculated at Northwestern University, where he laid the foundation for his advertising career by managing the business end of the campus humorous monthly magazine and daily paper. He was a member of Phi Gamma Delta and of the journalistic fraternity, Sigma Delta Chi.

In 1924 George left Northwestern and made his sole application for employment at the *Chicago Tribune*, where he started work in the classified advertising department. The next five years saw him steadily progress from classified to merchandising, from merchandising to local display and from local to national display. Then in February, 1929, when he was beginning to feel established as a successful space salesman, the *Tribune's* radio station, WGN, found itself in need of a new commercial manager and George was picked for the job.

No one, to use a trite phrase, was more surprised than George. He knew little about radio, was not especially interested in it, and had certainly never considered leaving the newspaper where he had made good for the unknown realm of radio. But since his bosses seemed inclined to let George do it, he said OK and started out.

His six years at WGN gave George an exceptional opportunity to view radio from several angles. During that time WGN was affiliated first with NBC, later with CBS, and finally, later a time without any network tieup, with WOR, WLW and WXYZ in the cooperatively owned Mutual Broadcasting System. The successful formation of MBS is largely due to the untiring efforts of Isaac, who found ways of smoothing out the difficulties that so frequently threatened to turn this new network into just another of many good ideas that didn't pan out.

At his door can also be laid the credit—or blame; only history will decide which it is—for the flood of juvenile programs that nearly swept the country's radios from the living room into the nursery. It was he who suggested to the agency of the Wander Co. that radio would be a good place for the "healthy child" appeal of their publication advertising and that Orphan Annie, comic strip heroine whose chief quality is robust health, would be just as popular on the air as in the funnies and an excellent salesgirl for Ovaltine.

So successful was this radio juvenile serial that when the craze was at its height a manufacturer of a drain cleaner wanted WGN to prepare a juvenile program for him. "Aside from the difficulty of interesting children in something they cannot use themselves," said George, "can you imagine the reaction of any normal mother toward an advertiser who tried to sell her children a product that is plainly labeled Poison?

"This is an extreme case, of course, but there are still too many programs not at all suited to the products advertised which are on the air merely because some other advertiser has had an outstanding success with a similar show. The fact that it is so much easier to copy a pattern than to build a program around the product to be advertised makes it one of radio's biggest dangers."

When in January of this year, Lord & Thomas persuaded George Isaac to put his knowledge of radio and radio talent at the disposal of their clients who are buyers of these commodities he found little essential difference between his work at WGN and that at the agency.

"Broadcasters and agencies are alike," he says, "in that it is their job to present programs that are both profitable to the sponsors and pleasing to the audience. The fundamental task of the radio executive is to find ideas that are intrinsically valuable for radio and to adapt those ideas to the advertising of his clients in a way that is compatible with the best interests of the listening public. And that is true whether the executive is employed by a station or an agency."

Married to Kathleen Iris Detweiler, George is the father of a 19-month old daughter. Some of his spare time is spent on the bridle path or golf links, but it is entirely consistent with his character that he can say without affectation that his real hobby is radio.

PERSONAL NOTES

AMONG the radio notables attending the spring Gridiron Club dinner of Washington correspondents April 13 were: M. H. Aylesworth, NBC; George M. Burbach, KSD, St. Louis; Louis G. Caldwell, Washington attorney; Gardner Cowles Jr. and John Cowles, *Des Moines Register & Tribune* stations KSO, KRNT and WMT; Edwin C. Hill, CBS commentator; Dr. C. B. Jolliffe, FCC chief engineer; Richard C. Patterson Jr., NBC; Commissioner George Henry Payne, FCC; Frank M. Russell, NBC; Quin Ryan, WGN, Chicago; David Sarnoff, RCA; T. J. White, Hearst Radio Inc.; Frank W. Wozencraft, RCA; Roy A. Roberts, *Kansas City Star* (WDAF); Frank E. Mason, NBC.

ARTHUR W. SCHARFELD, Washington radio attorney, suffered a broken leg April 16 when he tripped while walking on a capital street. He is temporarily confined to his home with his leg in a cast.

COL. THAD H. BROWN, member of the FCC, on the Pacific Coast in April, was tendered a dinner in the Palace Hotel, San Francisco, April 15 by communications firms operating in northern California. He was in San Francisco for an inspection of the FCC office.

HARRY CARLSON, night manager of WNEW, Newark, and former program director of WMCA, New York, has entered the insurance business.

REGINALD B. MARTIN, manager of WKBB, Dubuque, Ia., for more than a year, has resigned to become program director of KSO, Des Moines, and the Iowa Broadcasting System.

JAMES W. BALDWIN, executive officer of the Code Authority for the Radio Broadcasting Industry, left Washington April 21 for a week's stay in Chicago on code authority business.

E. Q. WILSON, commercial manager of KROW in San Francisco, resigned April 13 to become display manager for the J. C. Penny Co. H. P. Drey, general manager, is supervising the department and Howard Wilson continues as manager of KROW's commercial department in Oakland. Dan Weldon, who left KROW about a year ago, has rejoined the staff as account executive in San Francisco. Other new additions to the commercial department are Frank T. Faircloth, new to radio, and Victor Narrow, formerly associated with KGGC, San Francisco.

NILES TRAMMELL, vice-president in charge of NBC Central Division, was one of the Chicago Association of Commerce members to ride to Minneapolis during the initial run of the twin Zephyrs in April.

JAMES E. FRANCIS, executive at the Camden, N. J. office of RCA Mfg. Co., RCA-Victor division, arrived late in April at the Hollywood branch on an inspection trip.

MARVIN NEVILS, formerly with Ruthrauff & Ryan Inc., New York, has joined the commercial staff of WBIG, Greensboro, N. C.

GERALD J. NORTON, formerly assistant sales manager of KHJ, Los Angeles, and for the past few months on the sales staff of KROW in San Francisco, has joined the commercial department of KYA, San Francisco, as account executive.

COL. ROBERT R. McCORMICK, publisher of the *Chicago Tribune*, spoke on "The Freedom of the Press", broadcast by WMCA, New York, at the April 25 meeting of the Advertising Club of New York.

WILLIAM JAMES, former night program director of KMPC, Beverly Hills, Cal., has been transferred to the Los Angeles studios as assistant business manager.

HAL BOSKILL, formerly with the commercial department of KGHL, Billings, Mont., has joined the sales staff of KGVO, Missoula, Mont.

ED HELLMUND, formerly with the Travel Guild in New York; Walter Evans, Kansas City advertising man, and Murray Danglade have joined the sales staff of WHB, Kansas City.

LINCOLN DELLAR, manager of KDB, San Diego, resigned in April to leave for New York. He was succeeded by Harry Witt, at one time commercial manager of the station.

BEHIND THE MICROPHONE

COL. BOB NEWHALL, pioneer sports writer and radio commentator, is back on the air at WLW, Cincinnati, after a six-week vacation during which some 50,000 fans wrote letters urging his return. His program is sponsored by the Mennen Co., Newark (cosmetics).

SID SCHWARTZ, formerly assistant radio editor of the New York *Mirror*, has been named assistant publicity director of WNEW, Newark.

JOHN HUGHES, formerly with Seattle stations, has joined the announcing staff of KMTR, Hollywood.

BOB EVANS, former sports editor of the Cleveland *Plain Dealer*, has left journalism to broadcast sponsored sports events on WGAR, Cleveland. Wauenita Jonson, new to radio, is assisting Ben Levin, WGAR news commentator.

C. G. "TINY" RENIER, formerly of WDAF, Kansas City, has been named production manager of KMOX, St. Louis.

SARA MINABELLE ABBOTT, singer and actress of WLW-WSAI, Cincinnati, was married April 7 in Aurora, Ind., to Ralph P. Hutchins, chemical engineer. She was secretary to John L. Clark, general manager of WLW-WSAI, before joining the stations' artists staff.

FRED HEGELUND on April 15 terminated his services as assistant in the production department of KTAB, San Francisco.

FRANK COOLEY, announcer at WTMJ, Milwaukee, was back at the microphone eight days after a recent emergency operation for appendicitis.

JENNISON PARKER, after a year's absence in Southern California, has returned to KFRC, San Francisco, as continuity editor.

JOHN McCORMICK, production manager of WKRC, Cincinnati, was married April 24 in Mariana, Fla., to Eunice Richardson, Cincinnati.

THOMAS FREEBAIRN-SMITH, announcer at KNX, Hollywood, is the father of a boy born April 11.

C. C. VON EGIDY, former production man in the Northwest, has joined the announcing staff of KMPC, Beverly Hills.

ART LINDSAY, announcer, has returned to NBC, San Francisco, after two years at KOIN, Seattle, in the same capacity.

VERNE E. SAWYER, formerly announcing at Seattle stations, has joined the staff of KGVO, Missoula, Mont.

LOU EMMEL, for several years manager of NBC Artists Bureau, San Francisco, resigned April 15. He plans to start his own booking agency.

STANLEY SHAW, announcer at WNEW, Newark, was married recently to Gloria Garcia, head of the Concert Dance Group of Baltimore.

HARRY GEISE, chief announcer at KRKD, Los Angeles, takes the part of the announcer in the new M-G-M picture "Public Hero No. 1" which is about to be released.

DOROTHY MATSON, formerly singer at WHB, Kansas City, has joined the program staff of WNAX, Yankton, S. D.

MAHLON MERRICK, producer and one-time program manager of KHJ, Los Angeles, resigned as of May 1.

LESLEY MARSHALL, formerly of WNAC, Boston, and WMCA, New York, has joined the announcing staff of WIP, Philadelphia.

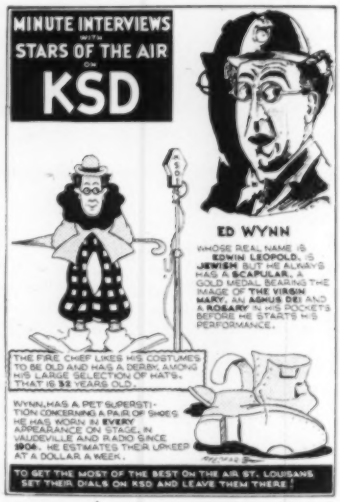
DEAN MADDOX, director of special events at KYA, San Francisco, has been appointed program director, succeeding Richard Holman, who was both program director and production manager. Lynn Church, announcer, is also doubling with continuity and publicity, succeeding Eugene Eubanks, who had recently come to the station. H. C. Connette, for more than a year in KYA's continuity department, has also left the station. Harry Rogers, exploitation manager and Rodrick Mayes, announcer, have taken on additional duties of continuity writing and production.

JOHN WELLES, production manager of KFSD, San Diego, resigned in April, with Harry de Lasaux, formerly with the NBC production department at San Francisco, taking his place. Mr. Welles will be chairman of the radio round table at the annual convention of the Pacific Advertising Clubs Association in San Diego June 23-27.

Market With
MONEY!
Among the fifteen largest markets, Milwaukee rates—
Home Ownership 3rd
Automobile Ownership . 5th
Radio Ownership. 2nd
Industrial Payrolls 6th
Covered Thoroughly ONLY by
WTMJ
THE MILWAUKEE JOURNAL STATION
EDWARD PETRY & CO.

The BREAK your JOCKEY deserves

It takes the best jockey PLUS the best horse—to WIN
We've PROOF that
Any program broadcast by two or more Pittsburgh stations finds a MAJORITY of Listeners on WCAE
ASK FOR THE STORY
Pick the best horse in Pittsburgh.
Ask about our jockeys—too.
Basic Red Network NBC
Nationally Represented by
PAUL H. RAYMER COMPANY
PITTSBURGH, PA. NEW YORK CHICAGO SAN FRANCISCO


MINUTE INTERVIEWS WITH STARS OF THE AIR ON KSD
ED WYNN
WHOSE REAL NAME IS EDWIN LEOPOLD, IS JEWISH BUT HE ALWAYS HAS A SCAPULAR, A GOLD MEDAL BEARING THE IMAGE OF THE VIRGIN MARY, AN AGNUS DEI AND A ROSARY IN HIS POCKETS BEFORE HE STARTS HIS PERFORMANCE.
THE FIRE CHIEF LIKES HIS COSTUMES TO BE OLD AND HAS A DERBY AMONG HIS LARGE SELECTION OF HATS. THAT IS 32 YEARS OLD.
WYNN HAS A PET SUPERSTITION CONCERNING A PAIR OF SHOES HE HAS WORN IN EVERY APPEARANCE ON STAGE, IN VAUDEVILLE AND RADIO SINCE 1906. HE ESTIMATES THEIR UPKEEP AT A DOLLAR A WEEK.
TO GET THE MOST OF THE BEST ON THE AIR ST. LOUISANS SET THEIR DIALS ON KSD AND LEAVE THEM THERE!

STARRING THE STARS — To stimulate interest in programs broadcast over its station, KSD, the St. Louis Post-Dispatch, is publishing a daily feature on its radio page, "minute interviews", of the type shown above, with stars of the NBC-WEAF network. The series, which began last month, will be continued indefinitely. The feature is three columns wide by nine inches deep and is drawn by Medearis, staff artist of the newspaper.

REGINALD A. ALLEN, formerly of WMCA, New York, WHOM, Jersey City and WDNC, Durham, N. C., has joined the announcing staff at WBT, Charlotte, N. C. He is an announcer, singer and dramatist and replaces Weston Britt, who resigned to become program director of WSPA, Spartanburg, S. C.

LEW LANSWORTH, at one time script writer and producer of Eddie Cantor and Jimmy Durante air shows, has opened radio consultant offices at 382 Monadnock Building, San Francisco.

JOE SIMPSON, for more than a year announcer at KGMB, Honolulu, CBS outlet, has resigned and is back in San Francisco. He was succeeded by Dean Stewart.

STAFF members of WBRC, Birmingham, walloped WAPI's baseball team approximately 36 to 8 in a recent game. The series will continue every other Sunday until one station wins four games. In the first game Announcer Leland Childs, Operator Hugh Graham and Manager Bill Young hit homers for WBRC.

DICK STEPHENS, formerly with KFI, Los Angeles, on its technical and announcing staffs, on April 15 joined the announcing force of KFWB, Hollywood. Al Warner, who had been holding the dual position of announcer with KGFJ, Los Angeles, and KFWB, Hollywood, resigned the KFWB post in April to devote full time to KGFJ.

WMCA "Strip Rates"

IN AN effort to prove the value of afternoon time, WMCA, New York, has inaugurated a low "strip price" rate for quarter-hour periods between 1 and 4 p. m., which represents a reduction of approximately 50 per cent of current rates. The rate calls for a strip "across the board" from Monday through Saturday, and will be applicable only to advertisers who use six periods a week on a minimum 13-week contract.

IN THE CONTROL ROOM

JOSEPH E. BAUDINO, plant manager of WBZ in Boston lectured April 22 on radio engineering in a series of radio courses offered by the University Extension Division of the Massachusetts Department of Education. John F. McNamara, NBC announcer and program director of WBZ-WBZA, lectured on announcing on April 29.

NED NOLAN, Engineer at WGAR, Cleveland, resigned May 1 to enter Dodge Institute, Valparaiso, Ind.

CHARLES M. SHERWOOD, formerly eastern sales manager of F. A. D. Andrea Inc., has been named general sales manager of the Allen D. Cardwell Mfg. Corp., Brooklyn, makers of variable condensers.

JAMES TISDALE has returned to the technical staff of WIP, Philadelphia, after an absence of two years spent in radio research.

LUVERNE E. SHATTO, formerly with KRLC, Lewiston, Id., and KFJI, Klamath Falls, Ore., has joined KAST, Astoria, Ore., and is installing a high-fidelity transmitter for the new station, which expects to open late in June.

Protests Against Series By Mexican Government Are Rejected by FCC

FINDING nothing improper or in violation of the radio regulations, the FCC has passed over the protest registered by a group of Congressmen against the program sponsored over an NBC-WEAF network by the Mexican government and designed to stimulate tourist travel, it was learned April 25. The protest asked for punitive action against NBC on the ground that the initial program, broadcast March 21, contained a poem in Spanish, which allegedly was offensive to Catholics. In addition to the protest signed by 16 Congressmen, Father John B. Harney, superior of the Paulist Fathers, New York, also asked for disciplinary action.

The Congressional petition was signed by Reps. Connery, McCormack, Healey, Casey and Higgins, all of Massachusetts, Democrats; Citron, Smith and Kopplemann, Connecticut Democrats; Daily and Slack, Pennsylvania Democrats; Pfeifer and Fitzpatrick, New York Democrats; Welch, California Republican, and McGrath, California Democrat; O'Neal, Kentucky Democrat and Igoe, Illinois Democrat.

Father Harney's protest was motivated largely by the anti-Catholic actions of the Mexican administration. The matter was referred to the FCC Law Department by Chairman E. O. Sykes of the Broadcast Division, which reported no violation. The Mexican account is placed by De Garmo-Kilborn Corp., New York.

KGMB Opens U. S. Office

OPENING of a mainland office at the Hotel Californian, San Francisco, in charge of L. D. West, is announced by KGMB, Honolulu, which recently changed management. Simultaneously, it was announced that negotiations are under way to open a San Francisco studio where programs will be originated and sent by remote control to Honolulu.

EQUIPMENT

IN ISSUING its Catalog H, General Radio Co., Cambridge, Mass., has for the first time included a section on industrial devices, the result of the application of electronic apparatus and technique to fields other than the communications industry. Among such devices are noise meters and stroboscopes. Other sections of the catalog deal with the company's resistors, condensers, inductors, frequency and time-measuring devices, oscillators, amplifiers, bridges and accessories, standard-signal generators, oscillographs, cameras, analyzers, meters, power supplies and parts and accessories. The catalog describes equipment for those who desire complete installations and component parts for those who prefer to assemble units.

WTMJ, Milwaukee, which for more than a year has been broadcasting a regular daily schedule of facsimile transmission over one of its short-wave experimental stations, soon will make radical changes in its equipment. These improvements will make it possible to reproduce picture material on a tape seven inches wide instead of only four inches as heretofore. Much finer definition of the drawing will be obtained by scanning the subject material at the rate of 100 lines per minute, and by the use of a chemically treated paper in the recording device.

A NEW accoustical tile made of pressed and ground rock is being used in the control rooms of WNEW, New York, to overcome unnatural reverberations and aid the control man in checking reception.

THE HIGHEST point in Philadelphia now is the self-supporting radiator of WDAS, described by the station as the only one of its kind in the East. The signal has been more than tripled by the new antenna. Alexander W. Dannenbaum, president of WDAS, announces that the antenna is the first step in a series of technical improvements.

KFRC, San Francisco, has started installation of a new Western Electric transmitter which will be ready for service in June. The station will also add complete new studio equipment, Harrison Holliway, manager, announced. The FCC recently granted KFRC a 5000-watt daytime power increase.

ALL-WAVE reception is being installed in the Waldorf-Astoria hotel, New York, with Western Electric Co., making the installation of a receiver which will be the largest all-wave equipment in the world. The 2,200-25,000 kc. band is included in the installation, with a special antenna system being suspended between twin towers of the hotel. Automatic volume control will counteract fading and a device will reduce interference. The equipment is similar to that used by A. T. & T. at Netcong for transatlantic communication and at Miami for Caribbean radiotelephone reception.

Take World Library

FOUR stations subscribed in April to the WBS World Program Service, bringing the list to 116 stations. The new subscribers are WJR, Detroit; WOOD-WASH, Grand Rapids, Mich.; KGA-KHQ, Spokane; WKEU, Erie, Pa.

W. M. ELLSWORTH
Radio Talent and Entertainment
Manager of many high class radio artists and acts available for employment.
Scouts talent for stations and advertisers.
Can fill any order—
No charge for services
Suite 1503, Mather Tower, Chicago, Ill.

Radio Treatment

NOT what the doctor ordered, but startling in its effect, was the "Open Your Eyes" theme melody of Eddie Dunstedter's organ program on KMOX, St. Louis. According to the organist's mail, a lad in Akron, O., who had been bed-ridden for a year and consigned by doctors to a walkless future, heard the theme melody faintly, but wanted it louder. When no one heard his call for aid, he got out of bed and walked to the radio, according to the letter to KMOX, and now can walk with ease.

Hearst Interests Ready To Assume Operation of Two West Coast Stations

SINCE no appeal was on file with the FCC, the sale of KTM, Santa Monica, Cal., and of KELW, Burbank, Cal., to the Los Angeles Evening Herald Publishing Co. was to be consummated April 30, according to information from the West Coast.

Official notice of the proposed transaction was filed April 18 with the county recorder's office in Los Angeles.

While preparations were being made to take over the stations for operation on May 1, no staff appointments had been made at the time of going to press.

Charles F. McGuire, radio director for the Hearst paper, and Eugene Inge, its radio editor, were expected to announce soon names of the manager and permanent staff. It was expected that ultimately the Hearst interests would combine the two half-time stations into a single unit.

Coincident with the taking over of the two Southern California stations, the Los Angeles *Herald-Express* was expected to drop its official affiliation with KFAC, Los Angeles, its official station the last two years. It was only an affiliation, however, as Hearst had no monetary interest in the station or any hand in its operation.

ALL 1935 home games of the champion St. Louis Cardinals and the Browns will be sponsored over KWK, St. Louis, this season by General Foods Inc., New York (Wheaties).

Quartz Crystals

Crystals for broadcast band 550-1600 Kcs. UNMOUNTED Accuracy less than 50 cycles

X cut....$22.50 A cut....$30.00

Our type A adjustable air-gap plug-in holder $5.00

Station may furnish a holder when purchasing a crystal provided that it is of correct design for us to guarantee the accuracy desired.

Accurate dependable quartz crystals and associated apparatus for 6 years. Complete price list and literature sent on request.

American Piezo Supply Co.
Kansas City, Missouri
Sunny Slope Station
P.O. Box 6026

SOUND

AT ITS BEST . . . OVER WIRES OR ON THE AIR

FOUNDED in 1869, Western Electric has been manufacturing sound equipment ever since the invention of the telephone in 1876. Its product kept pace with the rapid progress of the telephone industry—helped largely to make possible the kind of telephone service America now enjoys.

When radio broadcasting was born, Western Electric branched quite naturally from leadership in one field of sound to another. Today, it not only manufactures all manner of telephone devices . . . including the special repeaters, loading coils, switches, etc., used in forming great radio networks of wire . . . but also microphones, tubes, transmitters, amplifiers and everything else involved in putting radio programs on the air *at their best.*

Because Western Electric equipment embodies more than a half-century of experience in Sound—because it is made to the most exacting standards—your station can depend upon it.

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WSPD, Toledo

Raladam Co., Detroit (Marmola), 8 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chciago.
Standard Oil Co. of Ohio, Cleveland, 16t *sp*, (baseball games), thru McCann-Erickson Inc., Cleveland.
Bunte Bros., Chicago (candy), 4 weekly *ta*, thru Fred A. Robbins Inc., Chicago.
Graham-Paige Motors Corp., Detroit, 6 weekly *sa*, thru United States Adv. Corp., Toledo.
Studebaker Corp., South Bend, Ind., 4 weekly *ta*, thru Roche, Williams & Cunnyngham Inc., Chicago.
Buick Motor Co., Detroit, 5 weekly *sa*, thru Campbell - Ewald Co., Detroit.
E. L. Knowles Inc., Springfield, Mass. (Rubine linament), 6 weekly *sa*, thru DeForest Merchandising Bureau, Springfield.
Carter Medicine Co., New York (liver pills), 6 weekly *ta*, thru Street & Finney Inc., N. Y.
Frozen Desserts Inc., Chicago (Ice Cream Mix), weekly *ta*, thru Roche, Williams & Cunnyngham Inc., Chicago.
A-C Spark Plug Co., Flint, Mich., 2 weekly *ta*, thru D. P. Brother & Associates, Detroit.
Chrysler Corp., Detroit (De Soto autos), 6 weekly *ta*, thru J. Stirling Getchell Inc., Detroit.
Dr. Miles Laboratories, Elkhart, Ind. (Alka-Seltzer), 3 weekly *sp*, thru Wade Adv. Agency, Chicago.

WGAR, Cleveland

Staley Sales Corp., Decatur, Ill. (corn products), 4 weekly *sa*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Dr. J. W. Haines Co., Cincinnati (Golden treatment), 5 weekly *sa*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Chevrolet Motor Co., Detroit (autos), 2 weekly *sa*, thru Campbell-Ewald Co. Inc., Detroit.
Bernard Perfumers, St. Louis (Love Charm), 2 weekly *sa*, thru Hilmer V. Swenson Co., St. Louis.
Master Drugs Inc., Omaha (proprietary), 5 weekly *t*, thru Buchanan-Thomas Adv. Co., Omaha.
Congress Cigar Co., Newark (La Palina), 5 weekly *sp*, thru Gotham Adv. Co., N. Y.
Procter & Gamble Co., Cincinnati (Ivory soap), 6 weekly *sa*, thru Blackman Co., N. Y.
A. C. Spark Plug Co., Flint, Mich., 2 weekly *t*, thru D. P. Brother & Co. Inc., Detroit.
Raladam Co., Detroit (Marmola), 8 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Kellogg Sales Co., Cleveland (cereal), 4 weekly *sa*, direct.
Chrysler Sales Corp., New York (Plymouth autos), 4 weekly *ta*, thru J. Stirling Getchell Inc., N. Y.
General Mills Inc., Minneapolis (Wheaties), 55 *sp*, thru Blackett-Sample-Hummert Inc., Chicago.

WMAQ, Chicago

Excel Electric Co., Muncie, Ind. (electric cookers), 4 *sp*, thru Root-Mandabach Adv. Agency, Chicago.
Armstrong Paint & Varnish Co., Chicago, 39 *sp*, thru Johnson, Read & Co. Inc., Chicago.
National Live Stock & Meat Board, Chicago (lamb), 10 *sp*, thru Carroll Dean Murphy Inc., Chicago.

KGO, San Francisco

A. C. Spark Plug Co., Flint, Mich. (spark plugs), 52 *sa*, twice weekly, thru D. P. Brother & Associates, Detroit.
Anglo California National Bank of San Francisco, San Francisco (banking), 52 weeks, 4 daily *sa*, (time signals) thru Doremus & Co. Ltd., San Francisco.
Chieftain Mfg. Co., Baltimore (Color Shine shoe polish), 2 weekly *t*, thru Van Sant, Dugdale & Co. Inc., Baltimore.
Procter & Gamble Co., Cincinnati, (Ivory soap), 18 *ta*, 1 *sp*, thru Blachman Co., N. Y.

WIP, Philadelphia

John Lucas & Co., Philadelphia (paint), 3 weekly *sp*, thru Jerome B. Gray & Co., Philadelphia.
Slim Sales Co., Cleveland (reducing), 6 weekly *sp*, direct.
Dentists' Supply Co., New York, 2 weekly *sp*, thru A W Adv. Inc., N. Y.
Fitch Publishing Co., New York (investment publication), 5 weekly *sp*, thru E. C. VanDyke Inc., N. Y.
Waitt & Bond Inc., Newark (Blackstone cigars), 4 weekly *sp*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.

WTMJ, Milwaukee

Crystalac Products Corp., Chicago (auto finish), 78 *sa*, thru Woodman Stewart Co., Chicago.
A. C. Spark Plug Co., Flint, Mich., 2 weekly *t*, thru D. P. Brother & Co. Inc., Detroit.
Chrysler Sales Corp., Detroit (De Soto), 2 daily *ta*, thru J. Stirling Getchell Inc., Detroit.
Chrysler Sales Corp., Detroit (Dodge), 5 weekly *ta*, thru Ruthrauff & Ryan Inc., N. Y.
Chrysler Sales Corp., Detroit (Plymouth), 6 weekly *ta*, thru J. Stirling Getchell Inc., Detroit.

WNAX, Yankton, S. D.

A. C. Spark Plug Co., Flint, Mich., 2 weekly *ta*, thru D. P. Brother & Son Inc., Detroit.
Pen Jel Corp., Kansas City (pectin), 26 *sa*, thru R. J. Potts & Co., Kansas City.
Vacation Laboratories, St. Louis, 5 weekly *sa*, direct.

WLS, Chicago

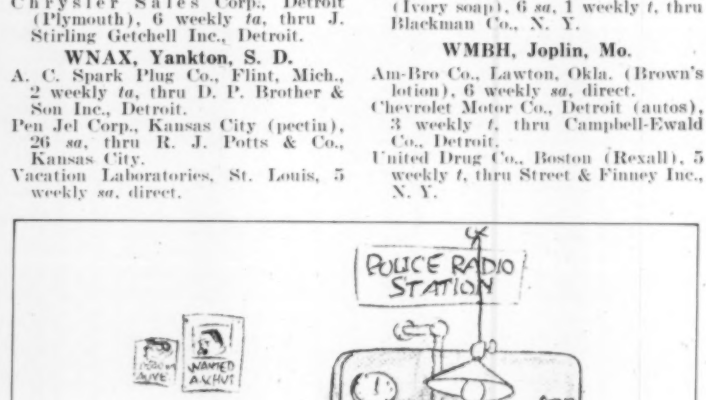
Gardner Nursery Co., Osage, Ia. (plants), 3 *sp* and 3 *t*, thru Northwest Radio Adv. Co., Seattle, Wash.
Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka Seltzer), 42 *sa*, thru Wade Adv. Agency, Chicago.
Geppert Studios, Des Moines (enlargements), daily *sa*, thru Lessing Advertising Co., Des Moines.
Walker Remedy Co., Waterloo, Ia. (Walko tablets), 30 *ta*, thru Weston-Barnett Inc., Waterloo, Ia.
Collingbourne Mills, Elgin, Ill. (Dexter yarns), weekly *sp*, thru Rogers & Smith Adv. Agency, Chicago.
Sterling Casualty Insurance Co., Chicago (Penny-a-Day insurance), 39 *sp*, thru First United Broadcasters, Chicago.
Olson Rug Co., Chicago (rugs), 12 *sp*, thru Philip O. Palmer & Co., Chicago.
Rapinwax Co., St. Paul (waxed paper), 39 *sp*, thru Erwin, Wasey & Co., Minneapolis.
Carter Medicine Co., New York (liver pills), 156 *ta*, thru Spot Broadcasting Co., N. Y.
United Drug Co., New York (drugs), 5 *t*, thru Spot Broadcasting Co., New York.
Congoin Co., Los Angeles (beverage), 3:2 *sp*, thru Lockwood-Shackelford Co., Los Angeles.
Gardex Inc., Michigan City, Ind. (garden tools), 21 *sa*, thru J. L. Sugden Adv. Co., Chicago.

WMCA, New York

Zem-Zem Corp., New York (shampoo), 52 *ta*, thru Street & Finney Inc., N. Y.
Thomas J. Lipton Inc., New York (tea), daily *sa*, thru Frank Presbrey Co. Inc., N. Y.
Procter & Gamble Co., Cincinnati (Ivory soap), 6 *sa*, 1 weekly *t*, thru Blackman Co., N. Y.

WMBH, Joplin, Mo.

Am-Bro Co., Lawton, Okla. (Brown's lotion), 6 weekly *sa*, direct.
Chevrolet Motor Co., Detroit (autos), 3 weekly *t*, thru Campbell-Ewald Co., Detroit.
United Drug Co., Boston (Rexall), 5 weekly *t*, thru Street & Finney Inc., N. Y.



"Look, sergeant—we got a fan letter!"

From Judge

WBT, Charlotte, N. C.

Ford Dealers, Charlotte (N. C.) Division, 4 daily *sa*, thru Eastman-Scott Adv. Agency, Atlanta, Ga.
B-C Remedy Co., Durham, N. C. (headache remedy) daily *sp*, thru Harvey Massengale Co., Atlanta, Ga.
Gardner Nursery Co. (plants and shrubs) Seattle, 12 *t*, thru Northwest Radio Adv. Co., Seattle.
Dr. Miles Laboratories Inc., Elkhart, Ind. (Alka-Seltzer), 3 weekly *t*, thru Wade Adv. Agency, Chicago.
Carter Medicine Co., New York (liver pills), two weekly *t*, thru Wade Adv. Agency, Chicago.
Chevrolet Motor Co., Detroit, 3 weekly *t*, thru Campbell-Ewald Co., Detroit.
Chieftain Mfg. Co., Baltimore (Color Shine), 2 weekly *t*, thru Van Sant, Dugdale & Co., Baltimore.
Chrysler Sales Corp., New York, (Dodge autos), 10 *ta*, thru Ruthraum & Ryan Inc., N. Y.
Porto Rican American Tobacco Co., Newark, (Nurica Cigars) 5 weekly *sa*, thru Gotham Adv. Co., New
Rice-Stix Dry Goods Co., St. Louis, Mo., 13 *ta*, thru Gardner Adv. Co., St. Louis, Mo.
Walker Remedy Co., Waterloo, Iowa (chicken pills), 13 *ta*, thru Weston-Barnett Inc., Waterloo, Iowa.

WGN, Chicago

John Morrell & Co., Ottumwa, Ia. (Red Heart dog food), 13 *sp*, thru Henri, Hurst & McDonald Inc., Chicago.
Skelly Oil Co., Kansas City (oil and gasoline), 78 *sp*, thru Russell C. Comer Adv. Co., Kansas City.
E. I. du Pont de Nemours & Co., Wilmington, Del. (Duco), 40 *sp*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Electrolux Co., New York (refrigerators), 78 *sa*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Ruud Mfg. Co., Pittsburgh (water heaters), 18 *sa*, thru Ketchum, MacLeod & Grove Inc., Pittsburgh.
Cadillac Motor Car Co., Detroit (automobiles), 14 *sa*, thru Campbell-Ewald Co. Inc., Detroit.
Hamlin's Wizard Oil Co., Chicago (linament), 16 *sp*, thru Ruthrauff & Ryan Inc., Chicago.
Durkee Famous Foods Inc., New York (food products), 117 *sp*, thru C. Wendel Muench & Co., Chicago.
Willard Tablet Co., Chicago (proprietary), 117 *sp*, thru First United Broadcasters, Chicago.
Chevrolet Motor Co., Detroit (automobiles), 39 *t*, thru Campbell-Ewald Co. Inc., Detroit.
Chocolate Products Co., Chicago (chocolate syrup), 9 *sp*, thru J. L. Sugden Adv. Co., Chicago.

WTJS, Jackson, Tenn.

Velvetone Co., St. Louis (cosmetics), 42 weekly *sa*, direct.
Nash Medicine Co., Jonesboro, Ark. (cosmetics), 6 weekly *sp*, direct.
Chevrolet Motor Co., Detroit (autos), 3 weekly *t*, thru Campbell - Ewald Co. Inc., Detroit.
United Drug Co., New York (Rexall), 5 weekly *t*, thru Street & Finney Inc., N. Y.
Gardner Nursery Co., Osage, Iowa, 6 weekly *ta*, thru Northwest Radio Adv. Co., Seattle.
Geppert Studios, Des Moines (enlargements), 6 weekly *ta*, thru Northwest Radio Adv. Co., Seattle.
Puratone Medicine Co., Kansas City (proprietary), 6 weekly *ta*, thru Loomis - Clapham - Whalen Co., Kansas City.

WKRC, Cincinnati

Ford Motor Co., Detroit, 6 weekly *sa*, thru McCann-Erickson Inc., Cleveland.
A-C Spark Plug Co., Flint, Mich., daily *sa*, thru D. P. Brother & Associates, Detroit.
Wm. S. Scull Co., Camden, N. J. (Bosco food drink), 4 weekly *sa*, thru Kenyon & Eckhardt Inc., N. Y.
Plymouth Motor Corp., Detroit, 2 daily *ta*, thru J. Stirling Getchell Inc., Detroit.

NETWORK ACCOUNTS

(All times EDST unless otherwise specified)

WM. WRIGLEY Jr. Co., Chicago (chewing gum) on April 29 started *Just Entertainment* on 7 CBS stations, Mondays thru Fridays, 7-7:15 p. m. Agency: Frances Hooper Adv. Agency, Chicago.

BOOTH FISHERIES Corp., Chicago, on May 2 starts *Fish Tales* on 19 CBS stations Thursdays, 11-11:15 a. m., adding Tuesday broadcast starting Oct. 29. Agency: Sellers Service Inc., Chicago.

CENTAUR Co., New York (ZBT baby powder) on April 29 started *Famous Babies* on 30 CBS stations, Mondays, 11-11:15 a. m. Agency: Hanff-Metzger Inc., N. Y.

PROCTER & GAMBLE Co., Cincinnati on April 29 started *Home Sweet Home* on 19 NBC-WEAF stations, Mondays thru Fridays, 3-3:15 p. m. Agency: Blackman Co., N. Y.

PROCTER & GAMBLE Co., Cincinnati, on April 29 started *Tim Healy Stamp Club of the Air* on WBZ, WBZA, WJZ, Mon., Wed., Fri., 6:15-6:30 p. m. Agency: Blackman Co., N. Y.

LIBBY, McNEILL & LIBBY, Chicago (food products) on April 1 renewed *Og, Son of Fire* on CBS network, Mon., Wed., Fri., 5:15-5:30 p. m. with repeat at 6:15. Agency: J. Walter Thompson Co., Chicago.

STANCO Inc., New York (Daggett & Ramsdell cosmetics) on April 15 started *The Charm Cruise* on Mutual network, Mon., Wed., Fri., 9:15-9:30 a. m. Agency: McCann-Erickson Inc., N. Y.

GENERAL MILLS Inc., San Francisco (Sperry flour division) on May 6 broadcasts, one time only, *Happy-Go-Lucky Hour* on Don Lee-CBS network, 2:15-2:30 p. m. Agency: Westco Adv. Agency, San Francisco.

GOLD MEDAL FLOUR MILLS OF TEXAS on April 8 started *Jack Armstrong, All-American Boy* on 5 Southwest Broadcasting System stations, Mondays thru Fridays.

FRIGIDAIRE DEALERS (Southwest) on March 31 started *Just a Song at Twilight* on 6 Southwest Broadcasting System stations, Sundays, 6 p. m. (CST). Agency: Johnston Adv. Co., Dallas.

GEORGE W. CASWELL CO., San Francisco, (coffee) on May 13 renews in *New Woman's Magazine of the Air* on 5 NBC-KPO stations, Mondays, 2:45 -3 p. m. (PST). Agency: Emil Brisacher & Staff, San Francisco.

JELL-WELL DESSERT CO. Ltd., Los Angeles, (gelatine dessert) on May 22, renews in *New Woman's Magazine of the Air* on 6 NBC-KPO stations, Wednesdays, 2:45-3 p. m. (PST). Agency: Mayers Co., Los Angeles.

Tenth Anniversary on Air Is Celebrated by WADC

AMONG the first stations to install the new type vertical radiator, WADC, Akron, claimed a three-fold increase in Northern Ohio, as it celebrated its tenth year on the air. Some 15,000 persons visited the new studios and transmitter at Tallmadge, six miles from downtown Akron, which were installed at a cost of $50,000. The radiator was erected by Truscon Steel Co., Youngstown, O.

The station, an affiliate of CBS, operates on 2500 watts daytime, 1000 watts at night, and according to Allen T. Simmons, covers 14 Ohio counties. Studios and offices are maintained in nearby Canton.

RADIO ADVERTISERS

E. D. THORNBURGH, formerly manager of the press and advertising division of International Telephone & Telegraph Co., New York, now is assistant vice-president in charge of information.

GENERAL MILLS Inc., Minneapolis, has appointed Knox Reeves Adv. Inc., Minneapolis, for its bakers' bread, Betty Crocker radio, business-paper and experimental advertising. Blackett-Sample-Hummert Inc. continues to handle Wheaties, Gold Medal flour, Bisquick and Softasilk.

ARCHIE GRINALDS, former staff announcer with WBT, Charlotte, N. C., in charge of radio for Carolina distributors of Crazy Water Crystals, has resigned to become divisional manager at Baltimore for Crazy Water Hotel Co., makers of the product. He is succeeded by Frank Gaither, recently of WGST, Atlanta.

JOHN B. LEYPOLDT has joined the Centaur Co. (Fletcher's Castoria and ZBT Olive Oil Baby Powder) as assistant advertising manager, according to an announcement by H. B. Thomas, vice president in charge of sales. Mr. Leypoldt was with Young & Rubicam Inc., for seven and one-half years prior to joining Centaur.

WM. P. GOLDMAN & BROS., New York (clothing) has named Bachenheimer-Dundes Inc., New York, to handle its account, including radio.

EATON PAPER Corp., Pittsfield, Mass. (stationery) has placed its account with Wylie B. Jones Adv. Agency Inc., Binghamton, N. Y.

SCOTT & BOWNE Inc., Bloomfield, N. J. (Scott's Emulsion) has placed its Ki-Moids advertising with Redfield-Johnstone Inc., N. Y.

EOPA Co., San Francisco (proprietary) has placed its account, including radio, with Bob Roberts & Associates, San Francisco.

BOOTH FISHERIES Co., Chicago, has placed its account with Sellers Service Inc., Chicago.

STRECKFUS STEAMERS Inc., St. Louis, has appointed Kelly-Stuhlman Adv. Co., St. Louis to handle its account, including radio.

COLUMBIA LIFE INSURANCE Co., Cincinnati, using radio, has appointed Keelor & Stites Co., Cincinnati, to place its account.

MANDEVILLE & KING Co., Rochester, N. Y. (nursery) has placed its account with Hutchins Adv. Co., Rochester.

HUMBOLDT BREWING Co., Eureka, Cal., advertises through Leon Livingston Adv. Agency, San Francisco.

A JOINT meeting of the engineering committees of the NAB and the Radio Manufacturers Association with the Broadcast Committee of the Institute of Radio Engineers will be held in New York May 1, at the New Yorker Hotel.

VICTOR H. LINDLAHR, New York (Serutan health-builder) is sponsoring a 25-minute program, six weekly, on WIP, Philadelphia, WMCA, New York, and WNEW, Newark, keyed from WIP.

WORLD'S MOST MODERN TRANSMITTING STATION makes

Sensational Debut

With KANSAS CITY'S NEWEST 5,000 WATT

Wide Range High Fidelity Western Electric Transmitter.

KMBC, the first station in the Kansas City area on more than 1,000 Watts again doubles its power.

The only high powered vertical radiator transmitter in the Kansas City area, KMBC embodies the latest wide range high fidelity developments of the Bell laboratories.

Rates have not yet been increased.

Free and Sleininger Inc., National Sales Representatives.

First IN THE HEART OF AMERICA

KMBC

SILVER HITS SEVEN-YEAR HIGH MARK

U. S.. Exchange of Mil-ion in Gold to Mexico Causes Flurry

. . . and the Salt Lake market is the center of silver mining!

KDYL

The high prices of silver and gold mean more and bigger pay checks—and dividend checks—in the Salt Lake City market.

Thus the territory covered by KDYL becomes even more valuable to the advertiser who wants to reach "spending people".

"THE *popular* STATION"

Salt Lake City Utah

an NBC Station

Representatives JOHN BLAIR & COMPANY

New York - Chicago
San Francisco - Los Angeles
Detroit

WOKO

BASIC COLUMBIA OUTLET

COVERS

Albany
Troy
Schenectady

Approximately ½ Million Coverage

AGENCIES AND REPRESENTATIVES

N. BRUCE ASHBY, sales and advertising executive of General Foods Corp., New York, has joined Lord & Thomas, New York, as account executive. He had been in charge of Post Toasties, Post's bran flakes, Post's whole bran and Grape-Nuts flakes. Formerly he had been with J. Walter Thompson Co., New York, and had directed several of the agency's foreign offices.

GENE WILLOUGHBY, formerly western manager of Paul H. Raymer Co., has joined the Chicago staff of Free & Sleininger Inc., station representatives, as account executive, replacing J. F. Johns who on May 1 becomes vice president of Free, Johns & Field Inc., station representatives.

McCANN-ERICKSON Inc., has enlarged its offices at 910 S. Michigan Ave., Chicago, with audition studios and conferences included in the remodeling, just completed. Earlier in the year the agency opened branches of the Chicago office in St. Louis, Kansas City and Minneapolis.

D. M. REYNOLDS Jr., of the sales promotion department of Union Oil Co. of California, has joined the sales staff of Walter Biddick, manager of the Los Angeles office of Free & Sleininger Inc., station representatives.

THOMAS F. HARRINGTON and Lawton Campbell, of Young & Rubicam Inc., New York, arrived in Hollywood late in April in connection with supervision of the Jack Benny NBC program for General Foods (Jell-O). Mr. Harrington is to supervise the agency's Pacific Coast radio activity.

FRED FIDDLER, radio account executive, J. Walter Thompson Co., who handles the Shell Oil account, has returned to the San Francisco offices from New York where he conferred with Eastern executives of the agency.

PAULINE B. PETERS, formerly with Erwin, Wasey & Co., and F. Wallis Armstrong Co., has been appointed secretary of Lincoln Roden Inc., Philadelphia advertising and merchandising agency. Mrs. Peters, who is a past president of the Philadelphia Club of Advertising Women, is also production manager of the company.

CLARK-HOOPER Inc., New York, advertising research concern, has moved to larger quarters at 17 E. 45th St., bringing the production department and executive offices together.

STANLEY HOLT, account executive with the New York office of J. Walter Thompson Co., is in Los Angeles in connection with the production of the Burns and Allen program for White Owl cigars.

GEORGE COSTELLO, former advertising and sales promotion manager of Calvert Maryland Distilling Co., and previously connected with the New York Office of Paul Block, has joined the New York office of Joseph Hershey McGillvra, advertising representatives of radio stations.

NAN MURPHY, formerly with N. W. Ayer & Son Inc., has joined the radio department of the Blackman Co., New York.

FRANC ARNOLD, formerly of Metro-Goldwyn-Mayer, has been named radio director of Lyle T. Johnston Co., St. Louis.

GUENTHER-BRADFORD & Co. Inc., has moved its Los Angeles office to the Paramount Bldg., 323 W. Sixth St.

W. R. CHRISTIAN, on April 25 announced the opening of the Standard Broadcast Service, with offices in the Mortgage Guarantee Building, Atlanta to serve as advertising counsel specializing in radio.

BLAYNE BUTCHER has tendered his resignation in the radio department of Lennen & Mitchell, effective May 1. Among his productions were Thornton Fisher's Briggs tobacco program and Woodbury's *Dangerous Paradise*. His plans are not known.

MILNE & Co. Inc., Seattle agency, has been elected to membership in the AAAA.

Kool-Ade Spots

PERKINS PRODUCTS Co., Chicago, will use daily announcements during June on WLW, Cincinnati, WHO, Des Moines, WCAU, Philadelphia, WFAA, Dallas, and KFYR, Bismarck, as part of an extensive campaign for Kool-Ade extracts for soft drinks. Metropolitan dailies, small-town weeklies and national magazines also will be used in the campaign, which is handled by Mason Warner Co. Inc., Chicago.

Grunow Uses WBS

GENERAL HOUSEHOLD UTILITIES Co., of Chicago, (Grunow refrigerators) on April 15 started a nation-wide spot campaign with a 15-minute musical program recorded by WBS Chicago Studios. The series will be placed on a minimum of 35 stations during the 12-week campaign. Talent used is Marvin Sazby orchestra and singers. The account is placed through Hays-McFarland & Co., Chicago.

NATIONAL BOXING ASSOCIATION

OF THE UNITED STATES

Thanks, Mr. Foster

April 8, 1935

Mr. Paul Oury
Station W. P. R. O.
Cherry & Webb Company
Providence, R. I.

Dear Paul:

I had believed that an expert in each line should broadcast sporting events, - that a licensed referee should broadcast all boxing bouts, a prominent football man for football, and so on.

I must acknowledge to you that I am being weaned away from this idea of mine and all on account of listening to Joe Fay of your station for the past few years.

I can unqualifiedly state that of all the broadcasters of sport events that I have ever listened to, I think that Joe Fay is without exception, the very best.

He is clear, concise, and gives you a marvelous picture over the radio of the event that is in progress. His description makes you almost feel that you are sitting there with him watching whatever contest he is broadcasting.

At the conventions of the National Boxing Association for the past two years, when the subject of broadcasting boxing contests has arisen I have always gotten to my feet and told the story of our broadcaster here in Providence, whom I consider to be the best in this line of work.

Yours very truly,

NATIONAL BOXING ASSOCIATION
Edward C. Foster
President

After many years as a leading figure in the boxing world, Edward G. Foster *knows his sports.* When he tells us the same thing our large, loyal audience of sports fans has been telling us daily in their letters, we feel amply justified in calling *WPRO "Southern New England's favorite Sports Station."*

For an example of the sports interest of WPRO's audience, consider the phenomenal success, in its first racing season, of Narragansett Park.

JOE FAY

Joe Fay's

"Sport Slants" is typical of the fresh, lively sports programs at WPRO. The time and talent cost of Joe Fay's "Sport Slants" as a daily 15-minute program is remarkably low, considering the large audience reached in this highly sports-conscious area. At the moment it is available for sponsorship. Write for complete details.

WPRO

CHERRY & WEBB BROADCASTING COMPANY
PROVIDENCE, RHODE ISLAND

Provides Complete Coverage of New England's Second Largest Market

TRANSCRIPTIONS

A SERIES of 15-minute transcriptions was started in April at the RCA-Victor Hollywood laboratories by Christian American Crusaders, Los Angeles, to be used on stations over the country.

VAIL Co., Los Angeles, has placed a line of acetate surface-treated instantaneous recording discs on the market with F. L. Cook, 606 Parkman Ave., Los Angeles, as factory representative.

AMERICAN RADIO FEATURES SYNDICATE, Los Angeles program producers, in April started to transcribe a *Charlie Chan* series of 15-minute discs at the RCA-Victor plant in Hollywood.

STANDARD RADIO ADVERTISING Co., Hollywood program builders, started its new transcription library in April and changed its affiliation from Recordings Inc. to the Hollywood RCA-Victor branch, which will use its studios and will do the processing and pressings. Three hundred titles for the Standard series, plus the monthly allotment, have gone into production with 60 copies of each. Jack Joy's KFWB Orchestra is doing the musical portion of the series.

"ADVANCED Disc Recording" was published in April by E. E. Griffin, chief engineer of the Universal Microphone Co., Inglewood, 16 pages, small size. It discusses the types of recording discs, needles, lead screws, pregrooved and ungrooved records, playback, recording heads, turntable speeds, hum level, stroboscope, amplification and other topics.

R. U. McINTOSH and Associates, Los Angeles transcription firm, in April produced the first 39 episodes of a series of 100 15-minute *Adventure Bound* transcriptions. The company, organized a year and a half ago, had previously confined itself to transcribing its *Bill, Mack and Jimmie* series. Merchandising aids include a world map, which may be colored in by juveniles; two "treasure maps," membership cards and other supplementary media.

R. U. McINTOSH, executive head of R. U. McIntosh and Associates, Los Angeles transcription producing firm, back from a New York trip in April announces that Mary Robert Dancy, Houston, Texas, had been appointed representative for Texas, Oklahoma, Arkansas, Louisiana and Mississippi. Representatives in New York and Chicago will be announced in May.

HOLLYWOOD PRODUCTIONS, transcription firm formed last year, went out of business in April. Leo Cleery, production manager, is continuing to produce the *Lem & Luther* series which has been taken over by R. U. McIntosh & Associates, Los Angeles.

CONQUEST ALLIANCE Co. Inc., New York, reports the following transcription sales: Standard Library Service to WHEC, WEBR, WINS, WCAE; 100 5-minute *Belle & Martha* to Friehoffer Baking Co., Reading, Pa.; 39 episodes of *Honor the Law* to Hoffnung Co., Australia; 14 episodes of *Makers of History* to 3DB, Melbourne, Australia.

CARTER MEDICINE Co., New York (liver pills) will use daily spots on TIGP and TIEP, San Jose, Costa Rica, with National Export Advertising Service placing the contract with Conquest Alliance Co. Inc., New York.

2GB, Sydney, Australia, has purchased the *Strange as It Seems* disc series, currently live talent on the Don Lee-CBS network; also 26 episodes of *Harmony Isle* from Radio Release Ltd., and the same number of *Royal Intrigues* and *Police Reporter*. From Radio Programs Syndicate it has ordered 26 episodes of *Home Sweet Home*.

Examiner Advises Brooklyn Changes

Would Delete Four Stations in Favor of Brooklyn "Eagle"

FAVORED with an Examiner's report recommending approval of its application for a new station in Brooklyn to take over the facilities of four time-sharing stations, the Brooklyn *Daily Eagle* nevertheless faces possible long litigation before final adjudication of the issue, it was indicated by counsel representing the stations which would be deleted, as BROADCASTING went to press. Under FCC procedure, the parties in interest have until early in May to file exceptions to the report of Examiner George H. Hill and request oral arguments before the Broadcast Division, sitting en banc. Such arguments are now mandatory when requested.

Therefore, it was asserted, at least three or four months may elapse before the Broadcast Division has an opportunity to consider final action on Examiner Hill's report. And even after the FCC decision, the way is left open for recourse to the Court of Appeals of the District of Columbia. If such a course is pursued there is the likelihood that the case will be kept in litigation possibly for a year or more.

Alternate Proposal

IN HIS April 15 report Examiner Hill recommended that the four stations now sharing time on 1400 kc.—WARD, WBBC, WVFW and WLTH—be deleted and that their facilities be given the newspaper. He held this would serve public interest, as opposed to what he construed to be uneconomical use of the ether through a four-way time division. He found also that while two other applicants for the facilities were fully qualified financially and technically, he felt that the newspaper was entitled to first consideration.

Mr. Hill recommended that the application of WEVD, New York, operated by the Jewish Daily *Forward*, through the Debs Memorial Fund, be denied because it would entail shifting of other stations and cause objectionable interference. In the case of the application of Arde Bulova, New York watch manufacturer, and half-owner of WNEW, Newark, and Norman K. Winston, realtor, for a new station on 1400 kc., the Examiner held that the applicants, like WEVD, were fully qualified, but that granting of the Brooklyn *Eagle* application "would tend to distribute the radio facilities available to the area". In his conclusions he recommended that if the *Eagle* application is not granted, then the Bulova-Winston requested should be the alternative.

The four stations whose deletion is recommended have been at loggerheads off and on for several years. They have interested themselves primarily in the broadcasting of foreign language programs.

RADIO STATION REPRESENTATIVES

WALTER BIDDICK CO.

568 Chamber of Commerce Bldg., Los Angeles
1358 Russ Bldg., San Francisco, California
4404 Stuart Bldg., Seattle, Washington
619 Charles Bldg., Denver

Six P & G Programs

WITH the debut April 29 of *Home Sweet Home*, comedy of suburban home life, on 19 NBC-WEAF stations, Procter & Gamble Co., Cincinnati, increased its NBC red network programs to six. The new program was heard during the autumn and winter on WJZ. Other Procter & Gamble programs are *Ma Perkins* (Oxydol), five weekly; *Vic & Sade* (Crisco), five weekly; *Dreams Come True* (Camay), thrice weekly; *Gibson Family* (Ivory), Sundays; *Capt. Tim Healy's Stamp Club* (Ivory), thrice weekly.

Brinkmoeller at WIND

DAVID BRINKMOELLER, formerly manager of WGST, Atlanta, has been named manager of WIND, Gary, Ind., succeeding Eugene S. Mittendorf, according to announcement April 20 by Ralph L. Atlass, president. Mr. Mittendorf, formerly president of WKRC, Cincinnati, has taken an indefinite leave of absence to return to California for his health and to rejoin his family.

F. J. & F. Lineup

WHEN the new firm of Free, Johns & Field, Inc., enters the radio station representative field May 1, it will represent the following stations: WDRC, Hartford; WMAZ, Macon; WKZO, Kalamazoo; WAIU, Columbus; WOC, Davenport; WDAY, Fargo; WMBD, Peoria; WPTF, Raleigh; KALE, Portland, Ore., and KTUL, Tulsa. WDRC and WMAZ are new appointments.

STEP UP, MEN!

TRANSRADIO NEWS FOR SALE

Four *established* Newscasts available: 8:30 a.m.; 12:30, 6:30, and 9:00 p.m. Six days a week, 5-minute periods, each carrying two 50-word commercials. Pick your own time. Rates (13-week basis): $53.60 per week, day; $87.20 per week, night. You *know* what you get with Transradio.

WIRE FOR RESERVATIONS

WNBR

MEMPHIS, TENNESSEE

MID-SOUTH COVERAGE

Buy

"WHN — a radio station that is really going places."
Mark Hellinger—N. Y. Mirror

WHN

NEW YORK

STATION OF THE STARS!

WHN—the most talked about station in New York—has attracted to its microphones during the past few weeks such celebrities as Ben Bernie, Morton Downey, Sophie Tucker, George Givot, Jack Benny, George Olsen, Ethel Shutta, Cab Calloway, Gertrude Niessen, George Jessel, James Melton, Jack Pearl, Jimmy Durante, and a host of others.

New and different programs bristling with sales opportunities for sponsors are causing comment seldom accorded a radio station by the press or public. BUY WHN NOW and watch your sales accelerate.

WHN

LOEW'S STATE THEATRE BLDG., BROADWAY AND 45TH ST.

NEW YORK

1010 K. C. 1000 Watts

WMBG
RICHMOND, VIRGINIA.
Hitch your Efforts to a Local Star!
★ Columbia Network programs average 12 of the 16½ hours daily operations.
★ At the metropolitan shopping center of the South.
★ Where 92.2% Radio ownership is shown in 44,774 Richmond families.
★ In the largest and wealthiest community in the State of Virginia.

STUDIO NOTES

A SERIES of sponsored programs *Metropolitan Travelogue* will be presented on WOR, Newark, starting May 2 and continuing 18 weeks by the Port of New York Authority. The programs are designed to acquaint New York residents with interesting places easily reached.

ONE-MINUTE programs, not spot announcements, are being sponsored on WBT, Charlotte, N. C., by the local Ford branch, covering the Carolinas. Twenty-six programs a week will be broadcast on the long-term contract. Martha Dulin, called the "Ford Radio Girl" gives a dialog, telephone-operator style, promoting Fords. The program is designed to aid dealers in moving used-car stocks. Miss Dulin is provided with a white Ford and loud-speaker, making the rounds of Carolina dealers. In visiting local dealers, a car is placed under a canopy and sold as the "Radio Girl" special of the day.

IN A NEW rate card issued by WCAU, Philadelphia, an hourly rate has been established, replacing the practice of charging double the half-hour rate for an hour program. To encourage summer advertising, a 10% discount is offered for 52-consecutive-week contracts.

SEVEN Tulsa stores sponsor jointly the *Tour of Downtown Tulsa*, a nightly 30-minute program on KTUL, Tulsa, Okla. The script employs imaginary vehicles for tours of the city, with proper sound effects. All commercial announcements are dramatized. A 14-piece orchestra, a quartet, and three singers are used.

THE popular *Silver Flute* dramatic series, with "Marco the Wanderer" will be revived May 3 on the NBC-WJZ network.

Chicago CBS Discovers Find in "Unknown Singer" Contest

IN VIVIAN DELLA CHIESA, winner of the recent "Unknown Singer" contest conducted over WBBM, Chicago, whose lovely soprano voice is being compared with the finest experienced professional talent on the air, CBS believes it has a "find". Entering a contest of 2,500 young hopefuls, she emerged winner not only of a 13-week contract at $1,300, under the sponsorship of the American Druggists Syndicate, but the assurance of a regular radio career. Here she is shown receiving her award from H. Leslie Atlass, CBS Chicago vice president. Left to right: J. Kelly Smith, WBBM commercial manager; Howard Neumiller, CBS Chicago production chief; Ferde Grofe, orchestra leader and composer; Josephine Buckley, contest finalist; Dorothy Gordon, contest finalist; H. Leslie Atlass; Mrs. William J. Piggot, chairman, Illinois Federation of Women's Clubs; Miss della Chiesa; John Boles, motion picture star, judge; Stephanie Ziegler, contest runner-up, also awarded a contract; Sylvia Froos, radio and stage star, a judge; Marjorie Westcott, contest finalist, and Holland Engle, CBS western division program director.

DESIGNED to attract the fisherman in the audience, is a new spring program *Angling the Streams* on KYA, San Francisco, conducted by a piscatorial authority, Capt. Gene Sullivan, during his *Sportsman Corner*. It is an idea that has commercial as well as sustaining possibilities for many stations.

THE SERIES titled *WSM Brings Hollywood to Your Home* was concluded April 26 by WSM, Nashville, and was declared an outstanding success by National Life & Accident Insurance Co., Nashville, and Metro-Goldwyn-Mayer Corp., joint sponsors.

PROGRESS of WSMB, New Orleans, during the last decade was reviewed in a tenth anniversary program April 21. The station was the first in the Louisiana-Mississippi area to adopt a 17-hour daily schedule.

COOPERATING with the Cleveland Academy of Medicine, WGAR, Cleveland, has started a series *WGAR's Health Reporter* featuring interviews between an Academy executive and local doctors on health problems.

RAYMOND KNIGHT, cuckoo artist, will start an NBC-WJZ series May 6 under the title *Ray Knight's Cuckoo Clock*.

THE California-Western School Music Conference, held in Pasadena, Cal., April 14 to 17 inclusive, broadcast four programs via remote to KHJ, Los Angeles, and to stations of the Don Lee-CBS network. There were 3,000 musicians in attendance at the biennial convention.

RESULTS of Sunday games of Cleveland sandlot ball team are to be broadcast by WGAR, Cleveland, cooperating with playground officials.

WHB, Kansas City, and the *Kansas City Journal-Post* affiliated April 7, with the newspaper carrying a big front-page display announcing that WHB would broadcast three news programs a day featuring John Cameron Swayze as commentator. WHB programs will be interrupted for important news flashes.

FIVE new afternoon programs have been started by WCKY, Cincinnati, as weekly features. They are the *Youth Parade*, songs and instrumental; *Happy Days in Dixie*, fiddlers; sister act and banjo; *Two With Tunes*, vocal and violin; two new song program series.

CIVIC and community developments are discussed daily at noon on KMED, Medford, Ore., by the local Chamber of Commerce, the first in the nation to broadcast by remote control direct from its offices on a regular daily schedule, according to Mrs. W. J. Virgin, station owner. Subjects all the way from farm problems to tourist promotion are discussed in the programs.

A TWO-WAY studio classroom broadcast was staged recently by WHAM, Rochester, during a science program in the *Rochester School of the Air*. More than 6000 classroom listeners were tuned to the program. The instructor's voice was reproduced in the schools as usual from the main WHAM transmitter, while the short-waved remarks of pupils and educators were picked up and rebroadcast along with the instructor's voice.

KTAB, San Francisco, observed its tenth anniversary and also official opening of its new studios on the 31st floor of the Russ building with a three-hour broadcast April 11. Mayor Angelo J. Rossi was heard in greetings and pronounced success for the station under general management of Philip G. Lasky, who recently took over reins of the station, coming to San Francisco from Salt Lake City where he formerly managed KDYL.

THREE new programs on KFAB and KOIL, Lincoln and Omaha, are *Cavalcade Carnival*, *Melody Matinee* and *News, Notes and Variety*.

800,000 BUYERS
At Your Finger Tips
USE
WSPD
TOLEDO, OHIO
The Key to America's Ideal Test Market
Member of the Basic Network of the Columbia Broadcasting System
New York Representatives: Joseph H. McGillvra, 13th Floor, 485 Madison Avenue, New York City
STUDIO AND OFFICES— The Commodore Perry Hotel, Toledo, Ohio
Chicago Representative: John K. Kettlewell, 919 North Michigan Avenue, Chicago, Ill.

•• Exclusive ••
JOHN BLAIR & CO.
Station Representatives
NEW YORK CHICAGO DETROIT SAN FRANCISCO

A BIG STORE BOOSTS SALES

Adopting Radio, Houston Department Store Discovers That Business Soon Increases Rapidly

By W. C. MUNN
President, The Munn Co.
Houston Department Store

RADIO as a medium for direct merchandising has been driven home to us by a graphic proof furnished through the facilities of our broadcast over KPRC, Houston. We have found that the housewife can be brought into direct contact with our merchandise over the air waves, and the experience is not only edifying but is proving very profitable.

In structure, our program is simple, and two characters carry the entire thread of the continuity, which is provided by our show-windows, counters and racks of clothing and other items. These characters are the "Radio Floorwalker", who directs the attention of the listening audience to the merchandise that we have to offer, and Mary Jane Munn, the Munn Co.'s personal shopper, who is the liaison between the store and the public.

MR. MUNN

A Vivid Picture

THESE TWO go hand in hand, step by step, down the aisles of all five floors of our store and, speaking informally and in a conversational tone into a portable microphone, they discuss the store in a bright, informative way. The Floorwalker will call attention to this item and that, and Mary Jane Munn will pause to give a description of it. The effective service thus afforded the listener is easily perceived. The listener is given a vivid, accurate word picture of what we have to offer, has the advantage of expert comment, and receives the whole message in a way that makes it easy to grasp and easy to retain.

Our store is a large one, Houston's largest department store, covering five acres in the heart of the city. We have two annexes and an entrance on each of the four streets bounding our building. We have a naturally heavy traffic in the store under ordinary conditions, and have found that traffic in the store increases materially during the periods of and just following the broadcast.

There is no question that this program has produced direct results for the store, as concerns our volume of sale. And we are happy to report that it is doing a splendid institutional job for us.

Selling Merchandise

IT IS INTERESTING to note that sales always increase in the department affected by the broadcast, and after only six broadcasts from our store, we noticed direct results in volume of sales over the counters, while our mail order business, which is invited by Miss Munn, has increased 20%. In one day, in which our draperies and rug departments were featured in the broadcast, business in these items doubled.

As for our mail order business, we have received mail requests from as far away as 400 miles. All mail is personally attended to by our personal shopper, with the understanding that the merchandise desired may be returned if it fails to meet the requirements. We also invite listeners to phone in for their wants, if they are within phoning distance, and our phone business triples for several hours following the broadcast.

We broadcast from some department in the store three times weekly, Monday and Wednesday morning at 10, and Friday at 8:40, at which hour the store is open for business.

Hollywood Plans of NBC Await Legal Clearance

HOLLYWOOD headquarters of NBC may be moved to the old Consolidated Film Laboratory building on Melrose Ave., close to RKO and Paramount studios, according to advices from Hollywood, if final legal barriers are overcome. The building has not been used since it was damaged by fire several years ago.

Consolidation of the NBC artists bureau, now temporarily in the Roosevelt Hotel, and the downtown Los Angeles publicity office, is understood to be among plans under consideration. With abandonment of the present studios on the RKO lot, the Hollywood division would group under one roof its offices, rehearsal halls, technical quarters, studios and in addition would be equipped for future development of television.

Consumers Study

CONSUMERS RESEARCH Inc., radical organization which has constantly asserted itself in opposition to many forms of advertising, has inaugurated a study of radio, and has asked subscribers for short description of "particularly objectionable programs".

KGIR
BUTTE • MONTANA

Copyright Bulletin

REOPENING of copyright negotiations with the ASCAP was signalized April 26 when a special meeting of the NAB Copyright Committee was called in New York to consider a proposal by ASCAP in connection with prolongation of existing contracts when they expire Sept. 1. The proposition, it is understood, takes into account the pending Government anti-trust suit against ASCAP. At present broadcasters are paying 5% of their "net receipts", plus a sustaining fee established arbitrarily. The NAB copyright committee comprises Alfred J. McCosker, WOR, chairman; Isaac D. Levy, WCAU; F. M. Russell, NBC; I. Z. Buckwalter, WGAL; and Walter J. Damm, WTMJ. Philip G. Loucks, NAB managing director, attended the session.

A TEST radio program is being staged by the Gas Appliance Society of Metropolitan Chicago to supplement its newspaper advertising. Beginning the middle of April and continuing through June, the Society is placing daily one-minute announcements over stations WBBM, WGN, WENR, WMAQ, and WGES, advertising the seven makes of gas ranges whose manufacturers, together with their more than 300 dealers in the Chicago area, make up the Society's membership. Campbell-Ewald Co. is the agency.

LITTLE ONES, MEDIUM ONES
BIG ONES
BUT ALL OF THEM
CHOICE SPOTS
NOW AVAILABLE

WE DO NOT CLAIM TO COVER NEW ENGLAND BUT WE DO A MIGHTY GOOD JOB IN METROPOLITAN BOSTON . . . AND OUR RATES ARE LOW.

THE NORTHERN CORPORATION
Owners and Operators of
WMEX
1500 kc — 250 w L.S. — 100 w N.
HOTEL MANGER — BOSTON
In America's Fourth Market
Tel. CAPitol 7560—Teletype Bos. 157

like dynamite . .

GOOD SALESMANSHIP
strikes at all vital factors

Southeast Texas and Southwest Louisiana
KFDM
"Voice of the Sabine District"

KFDM does not bid for your business solely on the basis of its long established dominance of the listener-audience. Merchandising cooperation through personal and mail contacts with the retail trade assures you of the vital element of distribution plus valuable window and store displays throughout this entire, rich trading area.

SABINE BROADCASTING CO., Inc.
P. O. Box 2950-BEAUMONT, TEXAS

FACTS WILL SELL MORE TIME THAN ADJECTIVES!

•

Show your prospects that they can get more listeners per dollar on your station, and you have gone a long way toward making more sales.

A Soby audience survey will provide FACTS about the radio audience — FACTS that have a definite sales value!

Write for complete information and prices.

BENJAMIN SOBY AND ASSOCIATES

1023 Wallace Avenue
Wilkinsburg, Pittsburgh, Pa.

Local Stations to Meet For Organization Study

A MEETING of a representative group of 18 local independent stations, scheduled for May 8 in Washington, with a view to formulating plans whereby these stations and others in a similar status can be represented nationally in procuring national spot business, has been called by Edward A. Allen, president of WLVA, Lynchburg, Va., and prime mover of the project. The meeting is designed to be in the nature of "steering committee" work to develop preliminary plans to be considered at the NAB convention in Colorado Springs July 6-10.

Those invited by Mr. Allen to participate in the "steering committee" meetings are: LeRoy Mark, WOL, Washington; John Elmer, WCBM, Baltimore; W. W. Gedge, WMBC, Detroit; William S. Pote, WMEX, Boston; L. A. Benson, WIL, St. Louis; Herbert Hollister, WLBF, Kansas City, Kan.; Ben S. McGlashan, KGFJ, Los Angeles; Edward E. Bishop, WGH, Newport News, Va.; Isaac Z. Buckwalter, WGAL, Lancaster, Pa.; S. A. Cisler, WJTL, Atlanta; Earl J. Smith, WNBZ, Saranac Lake, N. Y.; Ormond O. Black, WSGN, Birmingham, Ala.; Clifford M. Chafey, WRAW, Reading, Pa.; C. D. Martin, WNBF, Binghamton, N. Y.; H. M. Loeb, WFOF, Flint, Mich.; C. A. Hill, WIBM, Jackson, Mich.; Winston L. Clark, WLAP, Lexington, Ky., and C. W. Hayes, WHBC, Canton, O.

Copeland Bill Lingers

UNLESS a legislative miracle takes place, the Copeland-Tugwell Food & Drug Bill (S. 5) is dead for this session of Congress. Since the measure was shoved to the bottom of the Senate Calendar April 8 by motion of its sponsor, Senator Copeland (D.) of New York, there has been no active consideration of it. Senator Copeland has shifted his interest to other urgent legislation, and while some women's clubs and other organizations are understood to be agitating for prompt passage, he has shown no disposition to revive floor consideration. With the exception of the provision which would vest advertising control in the Department of Agriculture, the bill already has been so drastically altered on the floor that it has few active opponents. The only possibility of passage, it is stated, is for all opponents to unite in an active campaign to jam it through.

Pickwick Bus Series

PICKWICK Corp. (Pickwick Greyhound Lines), Los Angeles, in April started to produce a series of five-minute travel dramatizations with the Los Angeles office of Beaumont & Hohman handling the account. Hollywood RCA-Victor studio did the technical work. The agency was to make up its list late in April to place the series over a number of stations throughout the country starting in May and continuing through the vacation months.

Rice Regional

CHINA RICE IMPORTING Co., San Francisco (rice) for the first time in its history is including radio in its advertising schedule and is using a 15-minute spot on NBC-KPO, Sundays, 9-9:15 p. m. (PST) starting May 5. The program features Bennie Walker, master-of-ceremonies and the Jones Boys, a five-man harmony team. Hixson-O'Donnell Inc., San Francisco, is the agency.

WLEU Opens at Erie

FORMAL opening of WLEU, Erie, Pa., new local station, on April 20, is announced by Leo Omelian, station licensee and owner. On 1420 kc. the station has 250 watts day and 100 watts night. It is equipped throughout with RCA apparatus.

Programs Studied By Philco Institute

Radio Credited With Improving American Tastes in Music

A RESPONSIVE CHORD has been struck by the newly formed Radio Institute of the Audible Arts among radio, musical and educational groups in its broad effort to encourage and stimulate audience interest in "worth-while" programs.

The Institute was founded several months by the Philco Radio & Television Corp., and Pitts Sanborn, eminent music critic, was named as its director. The purpose of the Institute, according to a statement made upon its formation, is to "further the advancement of radio and to secure for every listener the full benefits and satisfaction that can be derived from the radio as an instrument of entertainment and education."

Since its formation, the Institute has prepared a number of brochures and instituted several surveys relating to programs. These are being sent to selected lists of listeners. Among the current releases is one titled "recommended radio music programs", with comments by Mr. Sanborn. A radio time table listing recommended radio programs in the musical field, identifying the time and the networks over which they may be heard, together with the featured orchestras and artists, and a timetable covering recommended talks, carrying the same listening information. Commercial along with sustaining programs are enumerated.

Educational Surveys

IN THE FIELD of surveys, Mr. Sanborn has instituted one covering the work of educational institutions operating radio stations, and another dealing with the effect of musical offerings over the air upon the viewpoint of the listener. In the former, the Institute reviewed the activities of some of the 38 stations operated by educational institutions in 22 states, as well as the educational courses made available through the facilities of commercial stations. "This informal survey," Mr. Sanborn declared, "is not intended as a complete picture of educational broadcasting in the United States, but is offered as an indication of what is being done, and what can be done to utilize the radio in schools and in the field of adult education."

On the music side, Mr. Sanborn declared that his observations have shown that radio had done much to improve the musical tastes of the American public during the last ten years. "The standards of American listeners have soared since 1925," he said. "It is radio temerity and courageous experiment and subsequent public education by radio that have done it. The phonograph began this musical trend, but that was attended with considerable expense and the repertory was limited. Radio has cut the expense to a minimum, and the repertoire broadens with each successive season."

CALL letters of the Ardmoreite Publishing Co. Inc., station at Ardmore, Okla., have been changed by the FCC from KIUO to KVSO.

1 . . . . . MANUFACTURER
2 . . . . . DEALER
3 . . . . . CONSUMER

WXYZ (KEY STATION) DETROIT
WBCM BAY CITY
WFDF FLINT
WJIM LANSING
WIBM JACKSON
WELL BATTLE CREEK
WKZO KALAMAZOO
WOOD GRAND RAPIDS

What About No. 2

The dealer and his jobber — how many have you in Michigan? How many would you like to have? Are they good credit risks?

TO ALL WHO BUY THE MICHIGAN RADIO NETWORK!

A complete MERCHANDISING SERVICE which secures distributors — jobbers — and dealers . . . actually takes bona fide orders . . . checks credit . . . arranges demonstrations and displays! This is a proven success in the food and drug field, as well as other fields.

MEMBER MUTUAL BROADCASTING SYSTEM

KUNSKY-TRENDLE
BROADCASTING CORPORATION
(Owners and Operators of Station WXYZ)
DETROIT, MICHIGAN
WM. G. RAMBEAU CO., *Exclusive Representatives*

EASTERN OFFICE: 507 Chanin Building, 122 E. 42nd St., Earl Bachman, Manager
HOME OFFICES: TRIBUNE TOWER, CHICAGO, ILLINOIS
WESTERN OFFICE: Russ Building, San Francisco, Cal. Douglas A. Newell, Manager.

WFBG
ALTOONA, PA.
1310 kilocycles
100 watts
The Ideal Outlet
for
Central Penna. Coverage
Write Roy Thompson
"Voice of the Alleghenies"

Future Is Uncertain For Canadian Body

Life of CRC Extended by Bill For Only Two-month Period

By JAMES MONTAGNES

INTIMATION was given by Hon. Alfred Duranleau, Minister of Marine, under whose jurisdiction radio operates in Canada, during the closing days of the Parliamentary session, that when Parliament meets again May 20 definite action might be taken in connection with Canadian broadcasting. Sir George Perley, acting prime minister during R. B. Bennett's illness, said a change in radio control would not necessarily be made, but felt personally, that "we ought to be able to carry on this service by a Commission, but how that can be done I do not know, I admit that frankly."

The radio question came up with the passing of a bill to extend the life of the Canadian Radio Commission. That something will be done soon is shown by the fact that the bill provided only for the life of the Commission for two months from April 30.

Private Stations

CHARGES by the opposition included that the number of private stations had increased from 49 to 59 during the last three years, when radio was supposed to be operated under a commission appointed to build a national owned system; that politics had crept into the administration of broadcasting; and that programs were mediocre. Replying to these charges, the government stated that there was a plan to build high power stations at Vancouver, in the Maritimes, and elsewhere, but it was delayed by lack of money. When Parliament reassembles the question is to be considered, either by a House committee or by government legislation. If all the private stations were wiped out, many parts of Canada would be left without radio services.

CKLW, Windsor, soon to be replaced by WJR as CBS outlet for Detroit, came in for considerable mention in Parliament, and the charge that political interference there was so great as to cause almost a public scandal was made by Hon. W. D. Euler, former minister of national revenue.

Mr. Euler proposed a 15 kilowatt federal broadcasting station for Toronto. He stated that present rules of the Commission forbid any criticism of legislation enacted by the present government, which if enforced, would mean the elimination of opposition speakers from the air during an election campaign. Public dissatisfaction with the Commission has even bred the suspicion that the government radio has become the property of the Conservative party, now in power, he charged. None of the purposes for which the Commission was created has been carried out, nor has the Commission made any adequate attempt to answer criticism, he claimed.

That much of the radio question had to deal with the forthcoming general election, can be gathered from the fact that several opposition speakers stated that free use of the air should be given leaders of Canada's three political parties. Premier Bennett in his recent series of half-hour talks paid for the time, but he is a wealthy man, claimed the opposition. The leaders of the two other parties were unable to pay for time on the air. England's system was recommended by the opposition, but the government could not see how the Canadian air could be similarly divided to give everyone satisfaction. The radio should be considered a means of education for the voters, the opposition pointed out.

Meanwhile the Canadian Radio Commission stays on the job officially till June 30, and with an election to be held in the autumn, some decision will have to be made before the Commission's term of office runs out.

* * *

SPOT ADVERTISING on Sundays will stop May 5, the date the recent prohibition against Sunday spot advertising will go into effect. Exempt from the prohibition are time signals and spot announcements which render a public service.

The ruling came about due to the question of legality under the Lord's Day Act, of all forms of broadcast advertising on Sunday. Information is now being collected with a view to restricting advertising publicity in Sunday programs to "good will" advertising from which the element of solicitation for the sale of commodities, against which the Lord's Day Act seems to be explicit, has been eliminated.

The 'Mike' Line

MORE than 1400 applicants for positions on WHIO, new Dayton (O.) station, were auditioned in selecting the staff and it took two weeks to hear all the voices. Among those selected was Tom Slater, brother of Bill Slater, NBC announcer, and he had never been confronted by a microphone before. He formerly was publicity director of Miami University, Miami, O. WHIO control engineers wear light uniforms with red letters WHIO on the lapel, and also must wear them on remote pickups. Page boys also are uniformed.

Change in Disc Rules

(*Continued from page 14*)

programs is now generally considered as excellent, and

Whereas, the broadcasting industry would be greatly benefited by the removal of existing restrictions, therefore, be it

Resolved, that the NAB hereby respectfully urges the Federal Radio Commission to alter the existing regulations requiring that electrically transcribed programs made especially for broadcasting be so announced, so that such a transcription may be announced merely as a production of the concern making such transcription.

Resolved further, that the National Association of Broadcasters hereby directs its officers to bring this resolution without delay to the attention of the Broadcast Division of the Federal Communications Commission, and to take whatever steps may be necessary and practicable to secure prompt revision of the regulations in accordance with this resolution.

Acme Beer Increases

CALIFORNIA BREWING ASS'N, San Francisco, has increased its Acme beer advertising to include spot announcements on eight Pacific Coast stations over a three-month period, starting May 1. Stations being used include KFRC, San Francisco; KPQ, Wenatchee, Wash.; KJR, Seattle; KGW, Portland, Ore.; KDYL, Salt Lake City; and KGA, Spokane. Emil Brisacher & Staff, San Francisco, is the agency.

Fisher in Movies

THORNTON FISHER, radio narrator and cartoonist featured by P. Lorillard Co. (Briggs Tobacco) over an NBC-WEAF network in the *Briggs Sports Review*, has been signed by Noel Pictures Inc., New York, for four half-hour sports features, in which he appears as narrator and actor. The first release "Idol of Millions", which covers the life and battles of Jack Dempsey, will be released during May.

WBRC Baseball

WBRC, Birmingham, will broadcast out-of-town games of the local Southern League baseball team, with Hood-McPherson Furniture Co. as sponsor. Eugene (Bull) Connor, member of the State Legislature, again will announce.

RADIO is to be used by Universal Camera Corp., New York, in a five-month campaign which will include other media. Brooks, Smith & French Inc., New York, is the agency.

KVOO

COMPLETE N. B. C. SERVICE

25,000 WATTS TULSA, OKLA.

The Most Powerful Station between St. Louis, Dallas and Denver

Announcing . . .

JAMES W. CLARK

Southern Broadcasting Company announces the appointment of James W. Clark to the post of Vice-President and General Manager of WGST.

Mr. Clark is at home in Atlanta, having formerly resided in the city for a number of years while publicity and exploitations director of Metro-Goldwyn-Mayer pictures in the South.

"Jimmy" Clark knows the South and has first hand knowledge concerning the commercial, economic and social aspects of this territory. His familiarity with the requirements, buying power and social habits of Southern people is an invaluable asset to advertisers contemplating an appeal to the Southern market. Inquiries concerning facilities and time available are cordially invited.

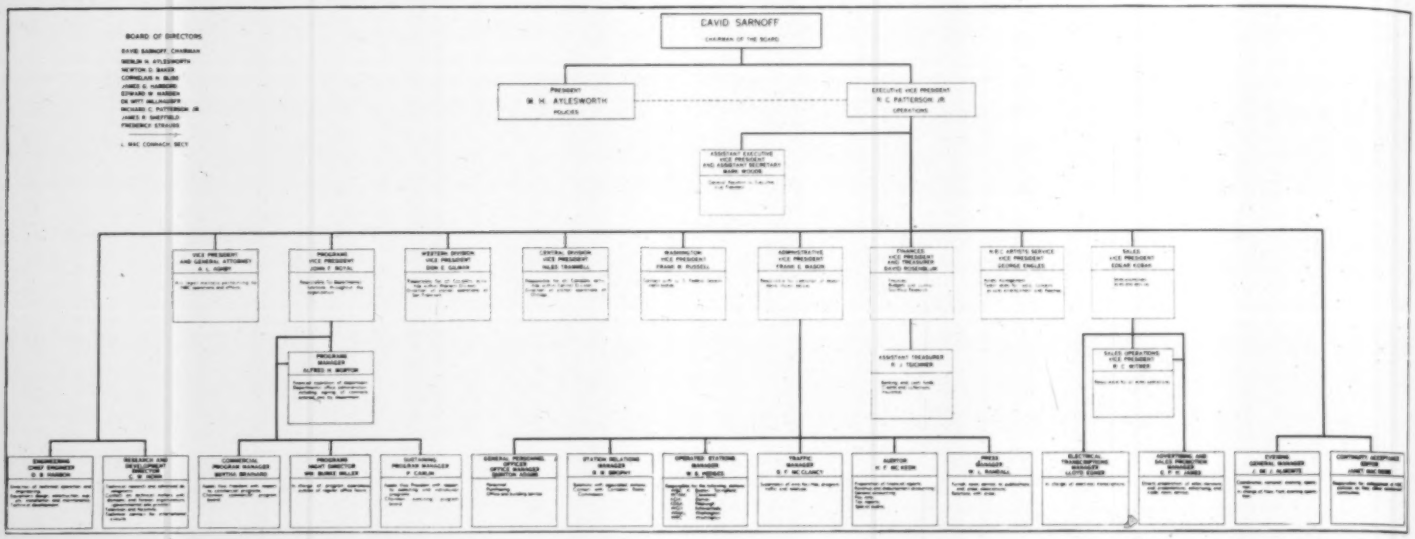
1000 WATTS DAY — 500 WATTS NIGHT

WGST ATLANTA

PAUL H. RAYMER Representatives NEW YORK CHICAGO SAN FRANCISCO

MEMBER COLUMBIA NETWORK

New General Operations Organization Structure of the N B C . . .



Wilson Breaks Arm

L. B. WILSON, president and general manager of WCKY, Cincinnati, and one of the nation's most popular broadcasters, suffered a broken arm in a fall at his home on April 15. In attempting to separate two dogs engaged in a fight on his lawn, he slipped, and fractured his left arm between the shoulder and elbow. He returned to his office during the same week, but probably will have to carry his arm in a cast for six weeks.

Advertising Session

THE 32d annual convention of the Advertising Affiliation of America, including four advertising clubs in the United States and five in Canada, will be held May 9-11 in Pittsburgh. Chairman of the program committee is Ralph Leavenworth, Westinghouse advertising manager. Among speakers will be Chester A. Lang, advertising manager of General Electric Co. and William E. McFee, American Rolling Mill Co.

WFBL

There Is a Reason Why

90% of our advertisers are on renewed contracts.

More advertisers are employing our facilities than ever before.

WFBL has had to hang out the S. R. O. sign on evening spots.

RESULTS for Every Advertiser is our motto.

WFBL Is a Good Spot.

SYRACUSE, NEW YORK

Three Types of Programs And Merchandising Tiein In WBT Tastylax Series

BLACKSTONE PRODUCTS Co. Inc., New York (Tasty-Lax, Blackstone Aspirin) has started an extensive merchandising program on WBT, Charlotte, N. C. Under the direction of A. H. Kaplan, radio director of the Rose-Martin Inc., New York Agency, three diversified types of programs are now being used on the weekly schedule. One is an amateur show, the other musical and third melodramatic.

In each show, unusual features are included to induce listeners to write in and win cash prizes. On one show, problems are presented and listeners asked to send in the solutions. Cash prizes are awarded the three best solutions. In the other production, strange facts are solicited and again prizes awarded for the best.

Fridays, Tasty-Lax uses a melodramatic series known as the *Spider*. A handkerchief is the giveaway used for this show. To increase interest in the Tuesday amateur programs, the client awards the winner of the audition with a traveling set.

WJAY

Cleveland
610 Kilocycles

WE'LL TELL
Your Message
IN TOWN
OUT OF TOWN
UP and DOWN the STATE!

WMCA Defendant In Copyright Suit

Associated Music Publishers Seek Injunctions in Court

SUIT was begun in the U. S. District Court for Southern New York on April 19 by Associated Music Publishers Inc., for alleged violations of copyright by Knickerbocker Broadcasting Co. (WMCA) in performances on the air of works for which AMP claims to have exclusive American rights. WMCA's answer must be filed in the court by May 14.

With 600,000 titles on its list, AMP had a number of alleged violations drawn to its attention last year, as a result of which it warned stations against unlicensed use of its numbers. L. L. Watson, radio director of AMP, said this is the group's first suit against a radio station. It has 175 station licensees.

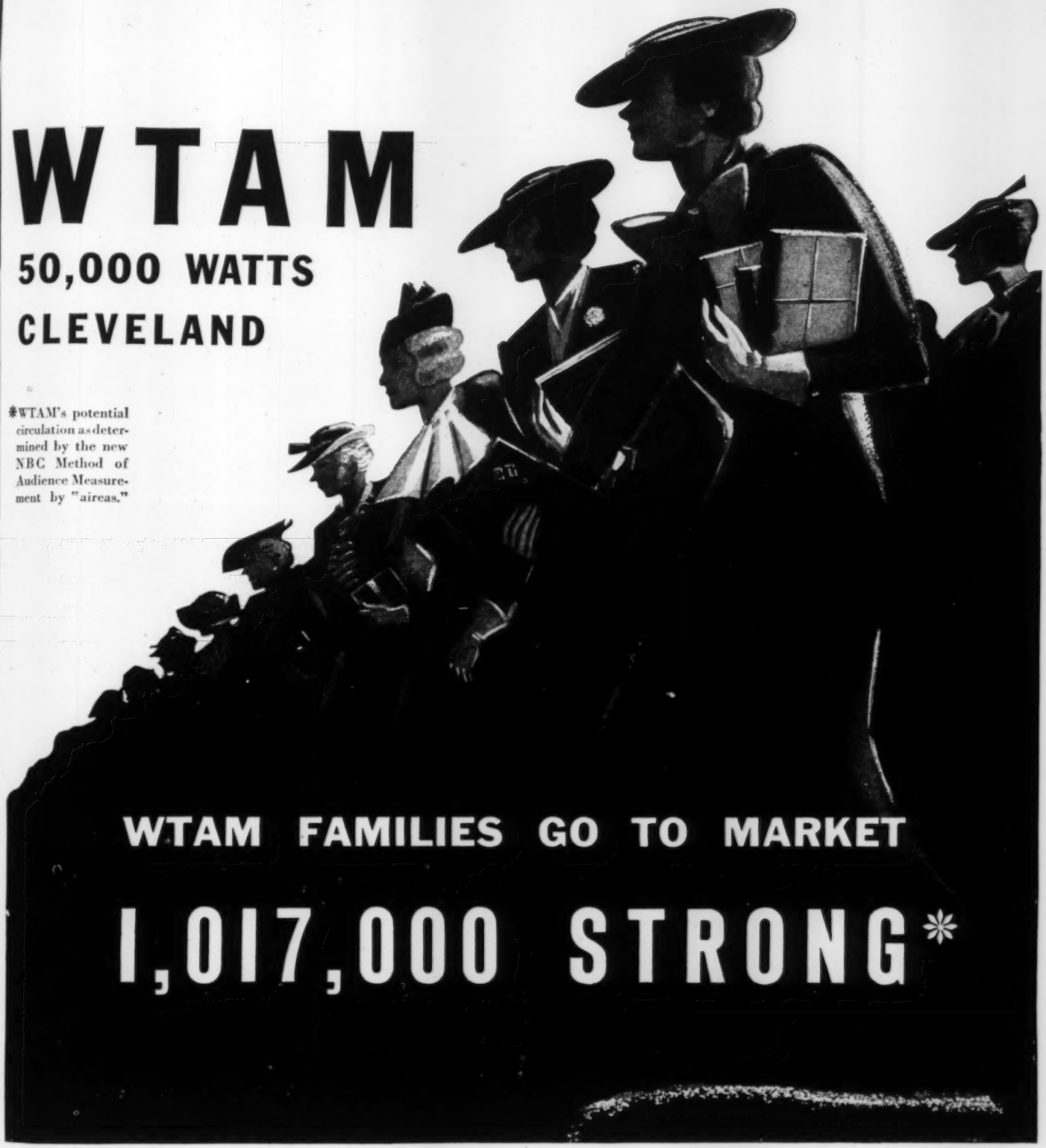
Injunctions Sought

THE COMPLAINT lists seven causes of action, charging that beginning with a performance of "Fue Tu Culpa", a tango, on Aug. 23, 1932, WMCA allegedly violated the copyright law; that no reply was received to published and other warnings, and that it was decided to begin suit after a performance of the Polka and Fugue from Weinberger's "Schwanda der Dudelsackpfeiffer" on Feb. 6 this year. On Feb. 10, however, it is charged, the same work was again performed, as was also a "Poeme" by Chausson.

The court is asked to grant both temporary and permanent injunctions against continued performance of its works without license, and to assess either actual damages or the penalty provided by the copyright law, ranging from $250 to $5,000.

Schlitz Plans Drive

SCHLITZ BREWING Co., Milwaukee, starting a new advertising program, plans to use spot broadcasts in a score of cities.


WTAM
50,000 WATTS
CLEVELAND
*WTAM's potential circulation as determined by the new NBC Method of Audience Measurement by "aireas."
WTAM FAMILIES GO TO MARKET
1,017,000 STRONG*

NATIONAL BROADCASTING COMPANY, INC.

A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO

WEAF & WJZ — WRC & WMAL — WMAQ & WENR — KGO & KPO

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY
PITTSBURGH—KDKA • CLEVELAND—WTAM • DENVER—KOA • PORTLAND, ORE.—KEX • SPOKANE—KGA • SEATTLE—KJR

WAVE HAS WORLD BR'CASTING AND TRANS-RADIO!

This here now fight about news broadcasts via radio is just so much gravy for advertisers on Station WAVE . . . . We carry Transradio, and our newspaper friends don't have to listen if they don't want to! But in the meantime you're getting most of the Louisville audience that wants *news* . . . . whether you use the newspapers or not! NBC

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

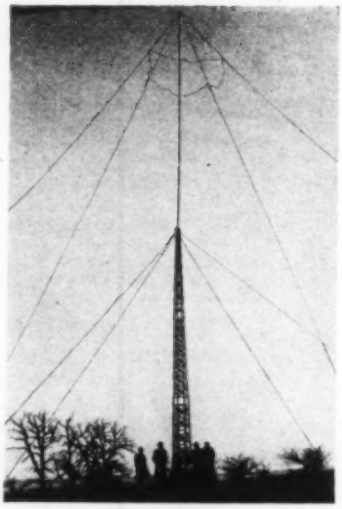
Charges of Censorship Are Filed by Rep. Fish Against WHN, New York

ALLEGATIONS of censorship against WHN, New York, were made April 19 by Rep. Hamilton Fish Jr. (R.) of New York, after he had been notified that a speech he was scheduled to deliver could not be put on the air because he had failed to submit the manuscript three days before air time. Mr. Fish protested to the station and also to the FCC verbally, and on April 25 raised the issue on the floor of the House.

Louis K. Sidney, manager of the Loew's station, asserted that the Fish speech, which purportedly attacked the New Deal, was not submitted to the station until two hours before the time of broadcast, or too late even to be read by station counsel.

The Fish fight was immediately picked up by the American Civil Liberties Union, which said it welcomed the Congressman's offer of support for legislation to guarantee freedom of the air, but pointed out that Mr. Fish had been inconsistent in his stand. The Union said that at the educational hearing before the FCC on May 15, it would present " a list of wholly unjustified instances of censorship, of which we have records and will add them to your recent experience."

STANDARD OIL Co., of New Jersey, having started a "Happy Motoring" campaign, plans to include radio in mid-summer.



PERAMBULATING ANTENNA—Here is the 66-foot portable tower used by Lynne C. Smeby, technical supervisor of KSTP, St. Paul, in making tests with a portable transmitter to determine location of new station KROC at Rochester, Minn., to be operated in conjunction with KSTP. The tower can be erected by three men and the portable transmitter set up ready for use in an hour and a half. The tower folds into a space 20 by 20 inches and 12 feet long.

Fraud Order Is Pressed On Astrology Broadcasts

THE FEDERAL government at Laredo will attempt to uphold its fraud order against Prof. E. R. Rood, who gives advice (for a consideration) on all matters by means of astrology over station XENT, Nuevo Laredo, Mexico. At present, Prof. Rood has a temporary restraining order against the government to prevent postmaster J. R. Goodwin of Laredo from holding up his mail. Chief Assistant United States Attorney Forrest Lee Andrews, who will represent Postmaster Goodwin as well as the government, said that in addition to giving advice, Prof. Rood also dispenses (for a consideration) a medicine named by him as "Cell Food Tablets" which he claims will cure a person suffering from any physical disorder.

The trouble started when Prof. Rood was conducting his astrological observations for the benefit of the "Astro Radio Club" over station XEPN at Piedras Negras, Coahuila, Mexico. His mail was stopped after the postoffice department issued a fraud order against him. Then the professor moved his operations, his astrological observations and his "Cell Food Tablets" to radio station XENT across the Rio Grande from Laredo. The postoffice department issued a fraud order against him there, records show.

Clean as a whistle

Nobody knows how clean a whistle is, but everybody who rides on Chesapeake and Ohio through trains knows how clean our passengers are. Genuine air-conditioning provides a fresh, clean, spring-like atmosphere. White shirts, collars and cuffs STAY white. Your nose and throat and lungs give thanks with every breath you take. You eat well, sleep well, rest and relax. It will pay to route your next trip via Chesapeake and Ohio. There is no extra fare.

THE GEORGE WASHINGTON
The Sportsman The F. F. V.
The finest fleet of genuinely air-conditioned trains in the world.

The ticket agent of any railroad can route you on the Chesapeake and Ohio. Insist upon it.

1785
One Hundred and Fiftieth Anniversary
1935

George Washington's Railroad
CHESAPEAKE and OHIO Lines
Original Predecessor Company Founded by George Washington in 1785

Where Daylight Saving Prevails

CITIES and towns throughout the country and in Canada in which radio broadcasting stations are located and which are observing daylight saving time this Summer are listed below. The list was drafted from a compilation made by the Merchants' Association of New York, which led in the daylight saving time movement throughout the country. Data was obtained by the Association by questionnaire sent to municipal officials and commercial organizations in every city and town, to ascertain those in which the earlier hour would be observed.

Except where otherwise indicated, the period of observance is from 2 a. m., April 28 (the last Sunday in April) until 2 a. m. Sept. 29 (the last Sunday in September). All New York program schedules during this period will be broadcast on Eastern Daylight Saving Time.

The list of daylight cities having radio stations, by States, follows:

CONNECTICUT—Notwithstanding the attempt of rural legislators to prohibit the observance of Daylight Saving by the passage of law making it an offense to show other than Eastern Standard time on clocks or timepieces publicly displayed. Daylight saving is observed by banks, offices, stores and factories in the following places: Bridgeport, Hartford, New Britain, New Haven, Waterbury.
DELAWARE—Wilmington.
GEORGIA—Atlanta.
ILLINOIS—Chicago and suburbs, Cicero, Waukegan.
INDIANA—Elkhart, Fort Wayne, Gary, Hammond, Muncie, Richmond, South Bend.
MAINE—Augusta, Bangor, Portland.
MASSACHUSETTS — Observance required by State law.
MICHIGAN — Practically every community follows Eastern Standard Time all year.
MISSISSIPPI—Jackson.
NEW HAMPSHIRE—Has State law similar to Connecticut's prohibiting other than Eastern Standard Time but a number of cities start the working day an hour earlier. They include Laconia, Manchester, Portsmouth.
NEW JERSEY—Asbury Park, Atlantic City, Jersey City, Newark, Red Bank, Trenton.
NEW YORK—Albany, Brooklyn, Buffalo, Freeport, Jamestown, Long Island City, New York, Plattsburg, Saranac Lake, Troy, Utica. In Rochester daylight saving was defeated by a referendum but many factories and offices start the day an hour earlier.
OHIO—Due to demands for daylight saving in cities, towns and villages outside the Eastern Time Zone, the entire state was put on Eastern Standard Time April 3, 1927 by order of the Interstate Commerce Commission.
PENNSYLVANIA — Allentown, Erie, Johnstown, Lancaster, Philadelphia, Pittsburgh, Reading, Scranton.
RHODE ISLAND—Entire state.
HAWAII—Honolulu and entire territory.
CANADA—Brantford, Ont. (June 30-Aug. 31); Chicoutimi, Que. (May 4-Sept. 28); Fort William, Ont.; Halifax, N. S. (June 1-Sept. 29); Hamilton, Ont. (May 4-Sept. 14); Hull, Que.; Kingston, Ont.; Moncton, N. B.; Montreal; Ottawa; Quebec; Regina, Sask.; St. Catharine, Ont.; St. John, N. B.; Toronto; Yorkton, Sask., (all year).
EUROPE—Great Britain and Northern Ireland (April 13-Oct. 5); France (March 25-Sept. 29); Belgium (seven months from April 7); The Netherlands (May 15-Oct. 6); Portugal (March 30-Oct. 6).
SOUTH AMERICA—Argentina (Oct. 1-March 30).

Report of ANPA Radio Committee

(*Continued from page 7*)

broadcasters and the newspapers is the reluctance of the newspapers and the Press Associations to sell the news to radio advertisers for sponsorship over the air.

This refusal rests upon these two fundamentals:

First: The practice would permit the advertiser to censor and edit the news to suit not only his own advertising program but also his prejudices on social, economic, religious and political questions, and thus news would degenerate into propaganda for the advertiser.

Second: Since the sale of news is the basis of the newspaper publishing business this asset should not be sold to the broadcasters to be used in competition with the newspapers.

To get to the essence of the problem which has confronted the Radio Committee, the general public is demanding news by means of Radio broadcasting because of its speed and convenience. Many radio stations are not inclined to give away the time for broadcasting news when this "Radio time can be sold to an advertiser for a substantial amount of money. News also can be sold easily to almost any radio advertiser.

The newspapers, the Press Associations, and the two Chains have been cooperating in the performance of a public service to radio listeners, but many of the independent radio stations have not cooperated because the sound of the cash register means more to them than the preservation of principles which affect the welfare of the general public.

We believe that substantial progress has been made in the last year in the Press-Radio Bureaus, in the cooperation extended by the National Broadcasting Company and the Columbia Broadcasting System, and that still further progress is possible.

The co-operation of the newspapers with radio stations in the broadcasting of news has been carried on under the general supervision of your Committee.

The Press-Radio Bureaus have performed a service of inestimable value to radio listeners. This statement is based upon the contents of thousands of letters and calls which have come to the Bureaus from listeners who voluntarily expressed their appreciation of the service.

The New York Bureau has attained a high standard of efficiency under the personal supervision and direction of Edwin S. Friendly of The New York *Sun*. The Pacific Coast Bureau has been developed to an equally high degree of efficiency by Norman Chandler of The Los Angeles *Times* and J. R. Knowland of *The Tribune*, Oakland, California, all of whom are members of your Committee.

In addition to this, your Committee has been making a study of the trend of radio and its relation to the newspaper publishing business. One of the noticeable developments is the gradual increase in the number of radio stations owned, in whole or in part, by the newspapers. The records show that one hundred and fifteen of the six hundred radio stations in the United States are owned or controlled by newspapers, which in terms of power amounts to about one-third of the total.

The Committee believes that the Press-Radio Bureaus should be maintained for another year, that the broadcasting of news should be liberalized, and that fuller authority should be vested in the two Bureaus for governing the broadcasting of news.

While the plan, which your Committee submits herewith, is not entirely satisfactory, we believe it is the best that can be obtained under the competitive conditions which exist among the various groups represented in Press-Radio. Your Committee, therefore, recommends the adoption of the plan and that it be put in operation at once.

Your Committee desires to place itself on record as being opposed to the general practice of selling news to an advertiser for sponsorship over the air because this policy is unsound in principle and, if it is generally adopted eventually will destroy Press-Radio Bureaus and do untold damage to the public welfare.

The sale of news to an advertiser for broadcasting purposes opens the way for him to edit and censor the news over the air. The listeners will be offered propaganda of various kinds under the guise of news. The radio advertisers who are in control of all advertising programs under our present system of broadcasting have developed the technique of weaving their advertising stories into the broadcasting as a part of their news programs, so that the listeners, if they are not on guard, will be sold a cathartic or a breakfast food because some alert advertiser has hooked up his product with a news item concerning the health of some person prominent in the public life. The listening public is being fooled by advertising propaganda broadcast under the guise of news.

After many conversations with the various groups involved in Press-Radio relations, a conference with representatives of the groups which had been previously concerned with this problem was held at the Hotel Biltmore, New York City, April 5th, which was attended by representatives of the National Broadcasting Company, the Columbia Broadcasting System, The United Press, The International News, The Associated Press, and the Executive Committee of the A. N. P. A. Radio Committee.

After eliminating all of the proposals to which the combined group could not agree, we arrived at the following final and unanimous conclusions as a basis for further cooperation between the broadcasters, the press associations, and the newspapers, for a period of one year. This course seemed to be the only one open to us.

1. That the public interest requires the continuation of the Press-Radio Bureaus in order to make certain that reliable and authentic news is disseminated through the medium of radio broadcasting. (The National Broadcasting Company and The Columbia Broadcasting System have pledged their support for another year if this recommendation is adopted.)

2. That the Committee in charge of the operations of each of the Press-Radio Bureaus be authorized to adopt such rules and regulations as in their opinion are essential to a better service.

3. That the newspapers owning or affiliated with radio stations, subject to the regulations of the Press-Radio Bureaus, be allowed a more flexible use of wire reports as those reports are received in their own offices for broadcasting of news; provided, that such newspapers make announcement of the news sources as required of those who receive their reports from the Press-Radio Bureaus.

4. That publishers should individually take every step necessary to prevent the improper use of news and the prostitution of news in their own communities, even to dropping the programs of the offenders from their columns.

The United Press and The International News Service, in concurring in the action of the conference, reserved the right, when and if, in their opinion, it should become necessary, to sell a news service to advertisers or radio stations for broadcasting purposes under such restrictions as they shall impose to preserve the purity of the news. They stated that, in principle, they were opposed to the sale of news for radio sponsorship as a source of revenue, and that such news would be sold only for sponsorship when competitive broadcasting of news warranted such action.

We believe that the above plan will provide enough flexibility in the operation of the two Press-Radio Bureaus to enable them to serve the public with reliable news and at the same time, not tie the hands of the press associations nor penalize newspaper-owned or affiliated radio stations.

Your Committee has made an honest effort to serve the Press as a whole, with due regard for the rights and privileges of the public, but there still remains a responsibility upon every publisher to do his part to solve a most difficult problem by lending his full cooperation to any plan which the Convention may adopt as a policy for the best interests of all.

Respectfully submitted, E. H. Harris, Chairman; Amon G. Carter, Norman Chandler, E. D. Corson, John Cowles, K. A. Engel, Edwin S. Friendly, H. Ponting, J. G. Stahlman, O. S. Warden.

CENTAUR Co., New York, has started a morning radio series on 30 CBS stations promoting its ZBT baby powder, with Hanff-Metzger Inc., New York, the agency.

SELL the Southwest Market with the Southwest System

S B S

is America's Fastest-Growing Regional Network!

Let Us Give You The Facts!

SOUTHWEST BROADCASTING COMPANY

LEE H. ARMER, President, Fort Worth, Texas

JOHN BLAIR & COMPANY, National Representatives

NEW YORK CHICAGO DETROIT

SAN FRANCISCO LOS ANGELES

RADIO'S BIG BUY

The Central Station—**WHO**—Des Moines

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST

CLEARED-CHANNEL—**50,000 WATTS**—FULL-TIME

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
(Broadcast Division)
APRIL 13 TO APRIL 27, INCLUSIVE

Decisions . . .

APRIL 16

KFPL, Dublin, Tex.—Granted CP change equip., increase from 100 to 250 w D.

WOC, Davenport, Ia. — Granted CP change equip., increase from 100 to 250 w D.

KWBG, Hutchinson, Kan.—Granted modif. CP change equip., transmitter site.

WMC, Memphis—Granted auth. determine power by antenna measurement.

WKRC, Cincinnati—Granted modif. CP extending completion to 7-29-35.

KRLC, Lewiston, Id.—Granted license for CP 1420 kc 100 w unltd.

WSVA, Harrisonburg, Va. — Granted modif. CP transmitter, studio sites, change equip.; extend completion to 6-4-35.

WGCM, Mississippi City, Miss.—Granted modif. license from spec. to unltd.

WTRC, Elkhart, Ind.—Granted consent vol. assign. license to Truth Pub. Co. Inc.

WIBA, Madison, Wis.—Granted modif. license from 500 w N 1 kw D to 1 kw N & D.

WMPC, Lapeer, Mich. — Granted CP change equip., increase to 250 w D.

WPRP, Ponce, Puerto Rico — Granted modif. CP extend completion to 8-18-35.

WTMV, E. St. Louis, Ill. — Granted modif. CP change equip., extend completion.

KOOS, Marshfield, Ore.—Granted license for CP 1200 kc 250 w D.

KPQ, Wenatchee, Wash. — Granted license for CP 1500 kc 100 w N 250 w W unltd.

KWYO, Sheridan, Wyo.—Granted vol. assign. license to Big Horn Brdcstg. Co. Inc.

WJAR, Providence, R. I.—Granted extension exp. auth. 250 w added power N to 9-1-35.

KTFI, Twin Falls, Id.—Granted extension exp. auth. 500 w added N to 10-1-35.

WTMV, E. St. Louis, Ill. — Granted modif. CP change antenna, transmitter & studio sites.

KGVO, Missoula, Mont— Granted modif. CP transmitter site near Missoula.

KGVO, Missoula, Mont. — Granted CP move transmitter, operate 1200 kc 100 w unltd. with temporary antenna pending completion.

SET FOR HEARING—NEW, Paul Sullivan Andrews, Lewiston, Me., applic. CP 560 kc 250 w N; NEW, A. O. Jenkins, Jacksonville, Fla., applic. CP 610 kc 250 w N 500 w D unltd.; KRKO, Everett, Wash., applic. CP move transmitter & studio locally, change equip.; NEW, Alaska Radio & Service Co. Inc., Juneau, Alaska, applic. CP 1200 kc 100 w unltd.; NEW, Robert E. Cole, Washington, Pa., applic. CP 1200 kc 100 w spec.; NEW, Fort Industry Co., Cleveland, O., applic. CP 850 kc 250 w D; NEW, Robert Kaufman, Inglewood, Cal., applic. CP 1210 kc 100 w D spec.; WEBQ, Harrisburg, Ill., applic. modif. license to unltd.; KTFI, Twin Falls, Id., applic. modif. license from 500 w N 1 kw D to 1 kw; NEW, J. W. Birdwell & S. R. Jennings, Johnson City, Tenn., applic. CP 1200 kc 100 w unltd.; WFBM, Indianapolis, applic. CP new equip., move studio locally, increase to 5 kw D; NEW, Pacific Acceptance Corp., San Diego, Cal., applic. CP 1420 kc 100 w unltd.; NEW, Quincy A. Brackett, Lewis B. Breed, Edmund A. Laport d/b Conn. Valley Brdcstg. Co., Springfield, Mass., applic. CP 1140 kc 500 w D ltd.; WRC, Washington, CP in hearing docket amended to move station locally, install new equip., increase to 5 kw.

ACTION ON EXAMINERS' REPORTS —NEW, Evangeline Brdcstg. Co., Lafayette, La., granted CP 1310 kc 100 w unltd., sustaining Examiner Dalberg; WWVA, Wheeling, W. Va., granted renewal license; WOWO, Fort Wayne, Ind., granted renewal license; NEW, Dalbert E. Replogle, Boston, denied CP 1570 kc 1 kw sustaining Examiner Hyde; NEW, E. B. Gish, Gish Radio Service, Abilene, Tex., CP 1420 kc 100 w unltd., withdrawn without prejudice; NEW, Radio Service Inc., Riverside, Cal., CP 820 kc 100 w D denied in default, sustaining Examiner Walker; NEW, W. L. Gleeson, Salinas, Cal., CP 1210 kc 100 w unltd., withdrawn without prejudice; NEW, Radio Service Inc., Redlands, Cal., CP 820 kc 100 w D, withdrawn without prejudice.

SPECIAL AUTHORIZATIONS—WEBC, Superior, Wis., granted temp. auth. use present aux. transmitter as main pending construction; WILL, Urbana, Ill., granted extension temp. auth. 890 kc 250 w, S-KUSD, KFNF pending decision on WIBW protest; KGKB, Tyler, Tex., granted temp. auth. spec. hours pending action on applic. for unltd. time; WBEO, Marquette, Mich., granted shift in hours because of daylight time.

MISCELLANEOUS — KFYR, Bismarck, N. D., denied motion enlarge bill of particulars; KABR, Aberdeen, S. D., denied petition intervene applic. KSOO; WLBC, Muncie, Inc., denied reconsideration of hearing order; Black Hills Brdcstg. Co., Rapid City, S. D., granted petition intervene applic. KSOO; WATR, Waterbury, Conn., granted petition for modif. license, heretofore set for hearing; WTRC, Elkhart, Ind., denied reconsideration applic. CP 250 w D 100 w N; KMLB, Monroe, La., denied further postponement hearing set for May 6; WDRC, Hartford, Conn., denied reconsideration hearing on applic. increase from 2½ to 5 kw D; KFPM, Greenville, Tex., designated for hearing petition for reinstatement, proposed assignment license to Voice of Greenville; KGHL, Billings, Mont., denied reconsideration hearing applic. 780 kc; WLNH, Laconia, N. H., denied grant of applic. without hearing; WBCM, Bay City, Mich., denied reconsideration hearing on applic. for 1 kw D; WIL, St. Louis, denied reconsideration denial of hearing postponement; WALR, Zanesville, O., denied reconsideration denial applic. to intervene at hearing of applic. of Toledo Brdcstg. Corp. for auth. to move to Toledo; WIP, Philadelphia, denied reconsideration hearing of applic. for 1 kw N; WCAO, Baltimore, denied 1 kw N pending hearing; WICC, Bridgeport, Conn., denied 1 kw N pending hearing; KYA, San Francisco, denied reconsideration applic. 5 kw D; Big Spring Brdcstg. Co., Big Spring, Tex., denied petition to take depositions re No. 2747.

APPLICATIONS DISMISSED—WEAN, Providence, R. I., modif. license 780 kc 1 kw unltd.; WCLS, Joliet, Ill., modif. license 1310 kc 100 w unltd.; WGL, Fort Wayne, Ind., CP 1300 kc 250 w 500 w D unltd.; WIRE, Indianapolis, modif. license 1400 kc 1 kw unltd.; NEW, Miss. Valley Brdcstg. Co. Inc., Springfield, Mo., CP 1310 kc 100 w unltd. at Hannibal, Mo.; NEW, KGBX Inc., Springfield, Mo., CP 1210 kc 100 w unltd. at Sedalia, Mo.; NEW, Miss. Valley Brdcstg. Co. Inc., Springfield, Mo., CCP 1310 kc 100 w D at Jefferson City, Mo.; WCAO, Baltimore, CP 600 kc 1 kw unltd.

APPLICATIONS RETIRED — KRKO, Everett, Wash., CP move station; NEW, Hilo Brdcstg. Co. Ltd., Hilo, Hawaii, CP 1210 kc 100 w spec.

RATIFICATIONS:

WFIL, Philadelphia—Granted extension temp. auth. 560 kc 1 kw N to 4-30-35 (April 4).

WMFN, Kosciusko, Miss.—Granted auth. extend tests (March 25).

WKOK, Sunbury, Pa.—Granted extension to file reply to exceptions (March 9).

Evansville on the Air Inc., Evansville, Ind.—Granted to take depositions on CP applic. (March 30).

WEEU, Reading, Pa.—Granted extension time to file brief; other applicants involved granted extension (March 30).

WOR, Newark—Granted extension program tests 30 days (April 3).

News Broadcasting Co.—Granted request to take depositions on CP applic. (Apr. 5).

Big Spring Herald, Big Spring, Tex.—Denied motion to intervene CP applic. of E. F. Houser & Clyde Miller (March 16).

WEBC, Superior, Wis.—CP change equip., increase from 2½ to 5 kw D (March 28). Applic. dismissed from hearing docket and granted.

WMFI, New Haven, Conn.—Modif. CP extend completion (March 28).

WMFH, Boston—Modif. CP extend completion (March 28).

Action of March 19 on two applic. above, setting them for hearing, reconsidered, dismissed from hearing docket and granted.

KGHL, Billings, Mont. — Granted exp. auth. 780 kc to 6-30-35 (April 6).

George Bairey, Valley City, N. D.—Granted auth. take depositions on CP applic. (April 5).

Reporter Pub. Co. Inc.—Denied petition intervene on applic. E. B. Gish, Abilene, Tex., for CP new station (March 16).

North Texas Pub. Co. Inc.—Denied petition intervene applic. CP new station by Eugene De Bogary, Paris, Tex. (March 18).

Louis Wasmer, Spokane, Wash.—Denied reconsideration order cancelling exp. auth. to KGA for 900 kc and cancellation effective 5-1-35 (April 11).

WJMS, Ironwood, Mich.—Granted auth. extend program tests (April 10).

KGKB, Tyler, Tex.—Granted temp. auth. operate spec. hours (April 11).

WFBM, Indianapolis—Granted CP transmitter site near Millersville (April 11).

WMFN, Kosciusko, Miss.—Granted extension equip. tests (April 11).

Edward P. Graham — Granted request take depositions (April 11).

E. W. Patrick—Granted request take depositions (April 10).

WEAN, Providence, R. I.—Modif. license from 250 w D to 500 w D & N.

WMFF, Plattsburg, N. Y.—CP change equip., increase from 100 to 250 w.

NEW, Wayne Brdcstg. Co., Edmund J. Meurer, Henry, Anton & Zigmund Lewandowski, Hamtramck, Mich.—CP 1370 kc 100 w D.

NEW, Charles A. Wharton, Cambridge, O.—CP 1500 kc 50 w spec.

KWEA & KWKH, Shreveport, La.—Transfer of control to Times Pub. Co. Ltd.

NEW, Florida West Coast Brdcstg. Co. Inc., Tampa, Fla.—CP 1370 kc 100 w unltd.

WHBL, Sheboygan, Wis.—Modif. license from 1410 to 1300 kc, change from 500 to 250 w N, hours from S-WROK to unltd., amended to change from 250 w 500 w D to 250 w D & N.

WLBF, Kansas City—License for CP move transmitter & studio, change equip.

KRE, Berkeley, Cal.—License for CP as modified install new equip., increase power.

KGY, Olympia, Wash.—Modif. license to change spec. hours, amended to unltd. except when KTW operates.

NEW, Clark Standiford, Marysville, Cal. —CP 1500 kc 100 w unltd.

KTM, Los Angeles—Modif. license from 500 w 1 kw D to 1 kw, amended to change name from Pickwick Brdcstg. Corp. Ltd., to Evening Herald Pub. Co.

KINY, Juneau, Alaska—Modif. CP new station 610 kc 250 w unltd., requesting approval transmitter & studio site at Goldstein bldg.

APPLICATIONS RETURNED — NEW, W. H. Kindig, Hollywood, CP 1160 kc 1 kw unltd., amended re transmitter site; NEW, Clark Standiford, Oakland, Cal., CP 1490 kc 100 w unltd.; NEW, Clark Standiford, San Jose, Cal., CP 1150 kc 100 w unltd.; NEW, Clark Standiford, Pasadena, Cal., CP 1150 kc 500 w unltd.; NEW, Pope Foster, Mobile, Ala., CP 1500 kc 100 w unltd.; KXA, Seattle, extension exp. auth. operate simul.-WJZ LS to 10 p. m. (PST) 250 w to 8-1-35; NEW, W. L. Gleeson, Sacramento, Cal., CP 1490 kc 5 kw D.

APRIL 23

WKAR, E. Lansing, Mich.—Granted CP change equip.

WMMN, Fairmont, W. Va.—Granted CP install new transmitter, increase to 1 kw D 500 w N, move transmitter.

KWSC, Pullman, Wash. — Granted CP change equip., increase from 2 to 5 kw D.

WCFL, Chicago—Granted modif. CP extend completion to 6-15-35.

KGW, Portland, Ore.—Granted license for CP increase to 5 kw D 620 kc 1 kw N unltd.

WFDF, Flint, Mich. — Granted license for CP change equip.

WJAG, Norfolk, Neb.—Granted license for CP change equip.

KPCB, Seattle—Granted auth. install auto. freq. control.

KHJ, Los Angeles—Granted modif. CP as modified extend completion to 12-1-35.

SPECIAL AUTHORIZATIONS—WLBC, Muncie, Ind., Granted temp. auth. operate without approved freq. monitor 30 days; KFIZ, Fond du Lac, Wis., granted temp. auth. operate spec. hours in May; WPRP, Ponce, Puerto Rico, granted temp. auth. operate portable for tests; WNAD, Norman, Okla., granted temp. auth. remain silent 5-7-35 to 10-1-35.

SET FOR HEARING—WMBC, Detroit, applic. CP change equip., change from 1420 to 1300 kc, increase from 100 w N 250 w D to 500 w N & D; WEED, Rocky Mount, N. C., applic. CP change equip., increase from 100 to 250 w D & N, change hours to unltd., freq. from 1420 to 1350 kc; KGFK, Moorhead, Minn., applic. CP amended re site in Moorhead instead of Fargo, 1310 kc 100 w unltd.; WAAF, Chicago, applic. CP change equip., move transmitter locally, change hours to unltd., 1 kw D with directional antenna; WAAW, Omaha, applic. CP increase from 500 w to 5 kw D, change equip.; NEW, North Side Brdcstg. Corp., New Albany, Ind., applic. CP 1370 kc 100 w N 250 w D unltd.; NEW, Paul R. Heitmeyer, Salt Lake City, applic. CP 1210 kc 100 w D; NEW, Miles J. Hansen, Fresno, Cal., applic. CP 1210 kc 100 w unltd.; KLO, Ogden, Utah, applic. CP change equip., increase from 500 w to 1 kw; KGCU, Mandan, N. D., applic. modif. license from 1240 to 1230 kc, unltd.; KMA, Shenandoah, Ia., applic. modif. license to unltd.; KPJM, Prescott, Ariz., renewal license 1500 kc 100 w unltd.; WMBD, Peoria, Ill., applic. modif. license to 1 kw N & D.

ACTION ON EXAMINERS' REPORTS —KSIM, Salem, Ore., applic. modif. CP change from D to unltd. granted, sustaining Examiner Walker; WBIG, Greensboro, N. C., oral argument granted for 6-15-35; NEW, Bailey Bros., San Diego, Cal., denied as in default applic. CP 1420 kc 100 w unltd., sustaining Examiner Walker.

APPLICATIONS DISMISSED—WIL, St. Louis, CP 1250 kc 250 w 500 w LS unltd.; KMO, Tacoma, Wash., modif. license 1310 kc 500 w unltd.; KDFN, Casper, Wyo., modif. license 630 kc 500 w unltd.; WOKO, Albany, N. Y., modif. license 970 kc 500 w 1 kw LS unltd.; NEW, Clark Standiford, Chico, Cal., CP 1210 kc 100 w unltd.; WBAA, W. Lafayette, Ind., modif. license 890 kc 500 w 1 kw LS spec.

MISCELLANEOUS — KWTN, Watertown, S. D., applic. move transmitter locally, heretofore granted, retired to closed files; WLAP, Lexington, Ky., denied temp. auth. operate 250 w for first anniversary celebration; WBNX, New York, set for hearing applic. modif. license increase from 250 to 500 w N; WILL, Urbana, Ill., suspended grant change from 890 to 580 kc D 1 kw, designated for hearing applic. make changes due to protests of WIBW; KGBZ, York, Neb., set for hearing applic. renewal and granted temp. license; WCBS, Springfield, Ill., suspended grant change from 1210 to 1420 kc, hours to spec., and set for hearing due to protests of WHFC, WEHS, WKBI; WELL, Battle Creek, Mich., suspended grant and set for hearing applic. change equip., increase to 100 w, move studio and transmitter locally, due to protest of WMBC; NEW, J. H. Hallock, Portland, Ore., denied request continuance of hearing set for 5-20-35 on applic. for CP new station at Vancouver, Wash., 1500 kc 100 w; WBOW, Terre Haute, Ind., suspended grant and set for hearing applic. change equip., increase from 100 w to 100 w N 250 w D, due to protest of WLBC.

RATIFICATIONS:

WBBM, Chicago—Granted auth. extend equip. tests (April 17).

WMFJ, Daytona Beach, Fla., granted auth. extend program tests (April 15).

WHBY, Green Bay, Wis.—Granted auth. extend program tests (April 15).

WDAG, Amarillo, Tex.—Granted auth. extend program tests (April 12).

KWTO, Springfield, Mo. — Applic. CP increase from 1 to 5 kw D and install new equip., set for hearing 1-8-35, reconsidered and granted.

James O. Howton, Walla Walla, Wash., and Sioux Falls Broadcast Ass'n Inc. granted authority to take depositions.

City of Moorhead, Minn., and WEBC granted petition to stay effective date decision granting applic. KGFK (April 19).

WHBY, Green Bay, Wis.—Granted auth. extend program tests (April 15).

Examiners' Reports . . .

WARD, Brooklyn; WBBC, Brooklyn; WLTH, Brooklyn; WVFW, Brooklyn; NEW, Brooklyn Daily Eagle Brdcstg. Co. Inc., Brooklyn; NEW, Arde Bulova & Norman K. Winston, New York; WEVD, New York; WHAZ, Troy, N. Y.; WFAB, New York; WBBR, Brooklyn—Examiner Hill recommended (I-40) that applications of WARD for CP, modif. license, renewal of license and vol. assignment of license be denied; that applications of WBBC for modif. license, renewal license and renewal of auxiliary transmitter license be denied; that applications of WVFW for modif. license, renewal license and vol. assignment license be denied; that applications of WLTH for renewal license and vol. assignment of license be denied; that application of WEVD for modif. license be denied; that applications of licensees of WHAZ, WFAB and WBBR for renewal of licenses be granted; that application of Brooklyn Daily Eagle Brdcstg. Co. Inc. for CP be granted; that if application of Brooklyn Daily Eagle Brdcstg. Co. Inc. is granted, then application of Arde Bulova and Norman K. Winston for CP be denied, but if Brooklyn Daily Eagle's application is denied, then application of Bulova and Winston for CP be granted.

KMAC, San Antonio; KFYO, Lubbock, Tex.; KGKL, San Angelo, Tex.—Examiner Dalbert recommended (I-44) that applications for 940 kc be denied.

WAAT, Jersey City—Examiner Hyde recommended (1-42) that application for license to cover CP be granted and application for renewal of license then could be retired to files.

NEW, Richard Field Lewis, Del Monte, Cal. — Examiner Walker recommended (1-41) that application for CP 1210 kc 100 w unltd. be granted.

Bailey Bros., San Diego — Examiner Walker recommended (1-43) that motion of respondents that application be denied as in cases of default be granted.

Applications . . .

APRIL 13

WNBF, Binghamton, N. Y. — License for CP change equip., increase from 100 w to 100 w 250 W D.

KTUL, Tulsa, Okla.—Modif. license from 250 w 500 w D to 500 w 1 kw D, amended re power.

WMC, Memphis—Modif. license from 500 w 1 kw D to 1 kw 2½ kw D, directional antenna, change equip.

KGRS, Amarillo, Tex.—Vol. assignment license to Plains Radio Broadcasting Co.

NEW, Lee Medley & T. O. Hurst d/b Central Brdcstg. Station, Brownwood, Tex. —CP 1210 kc 100 w unltd., amended re equip. & quota.

KTBM, Jonesboro, Ark.—CP move transmitter & studio.

KGBZ, York, Neb.—Modif. license from sharing to unltd., seeks facilities of KMA.

KMED, Medford, Ore. — Modif. license from 1310 to 1410 kc, 100 w 250 w D to 250 w, hours from unltd. to spec.

APPLICATIONS RETURNED — NEW, WRBC, Cleveland, CP 550 kc 100 w 250 w D unltd.; WKBO, Harrisburg, Pa., modif. license from S-WKJC to unltd., power from 100 to 250 w N; NEW, Ed Dresser, Corsicana, Tex., CP 1210 kc 100 w D; NEW, Farmers & Bankers Life Ins. Co., Wichita, Kan., CP 1210 kc 100 w unltd. & spec.; KFXM, San Bernardino, Cal., CP change equip., increase to 250 w D; NEW, David H. Sutherland, Walla Walla, Wash., CP 1200 kc 50 w spec.; KINY, Juneau, Alaska, modif. CP transmitter & studio sites.

APRIL 15

WLVA, Lynchburg, Va. — License for CP change modulation system.

WKBZ, Muskegon, Mich. — License for CP change equip., increase power.

KFRO, Longview, Tex. — CP change equip., change from 1370 to 1210 kc, from 100 w 250 w D, hours to unltd., facilities of KWEA.

NEW, V. H. Lake & H. E. Stanford, d/b L & S Brdcstg. Co., Atlanta—CP 100 w unltd., amended to 1200 kc.

NEW, Clinton Brdcstg. Corp., Clinton, S. C.—CP 620 kc 500 w D, amended to 1380 kc.

KGFG, Oklahoma City — CP change equip., increase to 250 w D, change hours from S-KCRC to unltd., facilities of KCRC, amended from unltd. to S-KCRC.

WOPI, Bristol, Tenn.—CP change from 1500 to 620 kc, increase from 100 to 250 w, change equip., amended to omit request for freq. change and changed to 250 w D.

NEW, W. Dexter Moss, Tulsa, Okla.—CP 1500 kc 100 w unltd.

WDZ, Tuscola, Ill.—CP change equip., increase from 100 to 250 w, amended for further changes equip., freq. from 1070 to 1020 kc with move of KYW, extend completion.

NEW, W. R. Cramer & G. A. Anderson, d/b Omaha Brdcstg. Co., Omaha, Neb.—CP 1200 kc 100 w unltd., amended to 1500 kc.

KRNT, Des Moines—Extension exp. auth. 500 w 1 kw D to 11-1-35.

NEW, J. L. Scroggin, St. Joseph, Mo.—CP 1500 kc 100 w unltd., amended to 1310 kc.

NEW, Roberts MacNab Hotel Co., Jamestown, N. D.—CP 1420 kc 100 w unltd.

NEW, Chicago Brdcstg. Assn. (Kleofas Jurgelonis, Jos. F. Budrik, Laurent V. Radkins & Vladas G. Jurgelonis) Chicago —CP 1500 kc 100 w unltd.

KGKY, Scottsbluff, Neb.—License for CP new equip., increase power.

NEW, George B. Bairey, Valley City, N. D.—CP 1310 kc 100 w unltd., amended to 1500 kc.

APRIL 20

WOL, Washington—CP change equip.

WMFE, New Britain, Conn.—Modif. CP as modified to change equip., amended re studio site.

WBAL, Baltimore—Extension exp. auth. simul.—KTHS 1060 kc 1 kw 6 a. m. to LS Hot Springs, Ark., 1060 kc 10 kw sunset to 9 p. m., synchronize with WJZ 760 kc 2½ kw after 9 p. m.

WTIC, Hartford, Conn.—Extension exp. auth. change from 1060 to 1040 kc, and from S-WBAL to simul.-KRLD unltd. to 8-1-35.

NEW, WRBC Inc., Cleveland—CP 550 kc 250 w unltd.

NEW, George E. Heiges, Sharon, Pa.—CP 1370 kc 250 w D 100 w N unltd.

NEW, Eastern States Brdcstg. Corp., Bridgeton, N. J.—CP 1210 kc 100 w D.

WPAY, Portsmouth, O.—License for CP as modified new equip., move transmitter & studio.

NEW, Dudley J. Connolly & Co., Chattanooga—CP 1200 kc 100 w unltd., amended to give names of partners.

WMFD, Wilmington, N. C.—License for CP as modified for new station.

WJTL, Oglethorpe Univ., Ga.—Modif. license move studio to Atlanta.

KRLD, Dallas—Extension spec. auth. simul.-WTIC to 8-1-35.

KTHS, Hot Springs, Ark.—Extension spec. auth. simul.-WBAL to 8-1-35.

WCAL, Northfield, Minn. — CP new equip., increase from 2½ to 5 kw D.

WMAQ, Chicago—Modif. CP as modified for extension of time and approval of antenna.

KLPM, Minot, N. D.—Vol. assignment license to Northwest Radio Service Inc., modif. from 1240 to 600 kc, from spec. to unltd., call letters to KFEU.

APRIL 22

NEW, Fred S. Rogers, Glen Falls, N. Y. —CP 1210 kc 100 w unltd. (resubmitted).

NEW, Robert Louis Sanders, Palm Beach, Fla.—CP 1420 kc 100 w unltd., amended re transmitter site.

WIOD-WMBF, Miami, Fla.—CP change from 1300 to 970 kc, install new equip., increase from 1 to 5 kw, move studio locally, amended to 1 kw N 5 kw D.

WPAX, Thomasville, Ga. — CP change equip., increase from 100 to 250 w D, amended re transmitter site.

NEW, J. L. Scroggin, St. Joseph, Mo.—CP 1310 kc 100 w unltd., amended re transmitter.

NEW, Farmers & Bankers Life Ins. Co., Wichita—CP 1210 kc 100 w unltd., amended re hours.

NEW, A. Staneart Graham, E. V. Baxter, Norman Baxter, Pittsburg, Kan.—CP 1310 kc 100 w unltd., amended to omit Lester E. Cox as partner and substitute Norman Baxter.

WTAD, Quincy, Ill.—CP change equip., move transmitter and studio locally.

NEW, Review Pub. Co., Pearl B. Robinson, owner, Moscow, Id.—CP 1310 kc 100 w unltd.

NEW, Pauline Holden, Porterville, Cal. —CP 1160 kc 100 w D.

APPLICATIONS RETURNED.—WJIM, Lansing, Mich., vol. assignment license to Capitol City Brdcstg. Co. Inc.; WPFB, Hattiesburg, Miss., vol. assignment license to Forrest Brdcstg. Co.; KWTN, Watertown, N. D., modif. license from 100 w to 100 w 250 w D; KABR, Aberdeen, S. D., modif. license from 100 w to 100 w 250 w D, increase hours; NEW, Missoula Brdcstg. Co., Missoula, Mont., CP 1420 kc 100 w 250 w D unltd.; KVL, Seattle, modif. license from 1370 to 1070 kc, time from shares-KRKO to D, amended to 250 w D.

APRIL 23

WKBO, Harrisburg—Modif. license from S-WKJC to unltd., requesting facilities of WKJC when it moves to Easton, Pa.

KFPM, Greenville, Tex.—Voluntary assignment license to Voice of Greenville.

WREC, Memphis—Modif. exp. auth. directional antenna to 9-1-35.

WMT, Des Moines—Modif. exp. auth. directional antenna to 9-1-35.

NEW, Black Hills Broadcast Co., Robert Lee Dean, Rapid City, S. D.—CP 1370 kc 100 w unltd., amended re transmitter site.

WBAA, West Lafayette, Ind.—Modif. license to change spec. hours.

WNBF, Binghamton, N. Y.—CP change equip., increase from 100 w to 100 w 250 w D.

KHSL, Chico, Cal.—License for CP as modified new station.

KDFN, Casper, Wyo. — Modif. license from 1440 to 780 kc, requesting freq. of KGHL.

KGY, Olympia—Extension exp. auth. operate additional spec. hours, amended to unltd. except when KTW operates.

KOH, Reno—Modif. license from 500 w to 1 kw D.

KOMO, Seattle—CP new equip., increase from 1 kw to 5 kw D, change from 920 to 760 kc, move transmitter locally.

APPLICATIONS RETURNED — NEW, Leon S. Packard, Lewis H. Stebbins, Alden C. Packard, d/b Valley Brdcstg. Co., Pomona, Cal., CP 1160 kc 250 w D; NEW, W. H. Kindig, Hollywood, CP 1160 kc 1 kw unltd., amended re transmitter site; NEW, King County Broadcasters, Seattle, CP 850 kc 100 w D and midnight to 6 a. m.

APRIL 24

WNBF, Binghamton, N. Y. — License for CP change equip., increase power.

WORK, York, Pa.—Modif. license to 1320 kc, power to 1 kw D and 1 kw N (directional), unltd.

NEW, Century Brdcstg. Co. Inc., Richmond, Va. — CP 1310 kc 100 w unltd., amended to 1370 kc D.

NEW, Alexandria Brdcstg. Co. Inc., Alexandria, La.—Amended to 1420 kc 100 w D.

NEW, Clark Standiford, Marysville, Cal. —Amended to 1210 kc.; San Jose, Cal., amended to 1500 kc D; Fresno, Cal., amended to 1210 kc; San Diego, Cal., CP 1210 kc 100 w D.

KGBU, Ketchikan, Alaska—CP increase to 1 kw 5 kw D.

APRIL 25

NEW, Int. Ladies Garment Workers Union, New York—CP 970 kc 1 kw unltd.

NEW, Caller-Times Pub. Co., Corpus Christi, Tex.—CP 1330 kc 1 kw unltd.

WTAL, Tallahassee, Fla. — Modif. CP move transmitter & studio locally.

APRIL 26

WHDL, Olean, N. Y.—Vol. assign. license to Olean Brdcstg. Co. Inc.

Witt KGB Manager

HARRY W. WITT, since September, 1933, commercial manager of KGB, San Diego outlet of the CBS-Don Lee network, has been named manager of the station, according to an announcement April 16 by C. Ellsworth Wylie, general manager of Don Lee. He succeeds Lincoln Deller, who has left for New York City.

South American Visitor

JAIME YANKELEVITCH, president, general manager and owner of Radio Nacional (National Radio, Buenos Aires), parent organization of the largest broadcasting chain in South America, is expected to arrive in New York May 10 on a business trip. He intends to make extensive purchases of latest types of radio equipment for his stations, and to contract for transcriptions, rebroadcasting and the like. His headquarters in the United States will be at the office of his American representative, Fally Markus, 1560 Broadway, New York.

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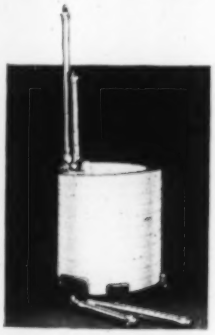

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Editors Becoming Reconciled to Radio As Medium for Dissemination of News

THAT EDITORS of the country are becoming reconciled to the power of radio as a disseminator of news was obvious as the 13th annual convention of the American Society of Newspaper Editors, held in Washington April 18-20, found the press turning toward a common sense approach to the competition of broadcasting.

Typical of this trend was discussion on the last day of the convention when a resolution was introduced, criticising the NAB for its part in raising a fund to meet the Associated Press appeal from the KVOS case, in which Federal Judge John C. Bowen ruled that stations have unrestricted right to broadcast news once it is published, since radio is a faster means of disseminating news.

The resolution at first was worded to "condemn" the NAB but this was amended, after discussion, to "declare its disapproval", and then adopted. Leading the discussion was A. C. McCullough, publisher of the Lancaster (Pa.) *Intelligencer*, which operates WGAL and is identified with the Mason-Dixon group of stations. Professing that he isn't interested in radio but is a "newspaperman and just don't know anything else", he warned the editors to prepare for the "inevitable". In addition, he stated that "radio is going to become the *headlines* of the news of tomorrow, and that the newspaper has to rebuild itself and present the details." Continuing, he warned that "you can't stop it if you will. The thing is to meet the competition as we find it."

Rights of Stations

EDSON BIXBY, publisher of the Springfield (Mo.) *News-Leader*, and an applicant for a station, suggested that broadcasters "should procure their own news and then broadcast it."

W. A. Bailey, of the Kansas City (Kan.) *Kansan*, which has just bought WLBF, Kansas City, took the position that broadcasters have a perfect right to raise money for the test of the KVOS ruling and proposed that the word "condemned" be changed to "disapproval", which was done.

At the closed sessions of the convention April 19, Dorothy Thompson, foreign correspondent and author, and Raymond Gram Swing, referred to the evils of government-controlled radio in foreign countries, and Marlin Pew, editor of *Editor & Publisher*, touched on the competition of radio.

The stenographic transcript of the editors' discussion of the KVOS resolution follows:

A. C. McCULLOUGH, Lancaster (Pa.) Intelligencer—I'm just wondering whether we can turn back the tide. I have seen a great many things come and go in my time—canals, jerkwater railways, trolley lines, buggy factories, wagon factories, whip factories and a great many others. The newspaper today is bigger and better than ever. It has stood the trend of the times and the disintegration that has come to other industries like no other institution. It is bigger and better than ever.

The radio is here. I am just wondering whether the newspapers ought to be eternally fighting with it. Fortunately, or unfortunately, we also have radio. I am not speaking in those terms. I belong to the old school. The radio doesn't appeal to me. I am a newspaperman and just don't know anything else, but it does seem to me that this society might just as well prepare for the inevitable. It does seem to me that the radio is going to become the *Headlines* of the news of tomorrow, and that the newspaper has to rebuild itself and present the details. I fear that any attempt by this society, as I said, to turn back the tide, is something that has no place here. It is something which every speaker before this convention has referred to as the thing which is making demagogues and what have you. Let us not be fogeyish with advancement. You can't stop it if you will. The thing is to meet the competition as we find it.

WALTER M. HARRISON, The Oklahoman, Oklahoma City (Operating WKY)—Would the gentleman give to all who wish to possess themselves of it, our material, that which we have paid for so dearly?

EDSON BIXBY, Springfield (Mo.) News-Leader—As I understand it, there was not opposition to radio broadcasting news. It is broadcasting and stealing news that we have paid for. Let them procure their own news and then broadcast it.

W. A. BAILEY, Kansas City (Kan.) Kansan—As I understood the resolution it started out by saying that we condemned the passing of the hat, or something like that. The point I was raising is this: As I understood this move, it resolves itself on the fight primarily, on the side of radio, between newspapers that do not have radio hookups and newspapers, and those that do, and right in the Association of Broadcasters there is, as I understand it, some feeling that those who do not have newspaper hookups should not contribute to this fund, and those who do not have newspaper hookups are contributing. It seems this resolution would be a little more in keeping with the dignity of this Association if we would leave out the part where we say that we condemn their attempt at financing this fight. I think they have a perfect right to test the case in court and why not have our resolution drawn along the line that we are centering on the point of combating piracy, rather than their financing of the case.

J. NOEL MACY, Yonkers (N. Y.) Statesman—If we are going to make it general, we might as well add to it that we condemn piracy of news by radio and other newspapers, either one. I think the newspapers taught them how to do it in the first place.

MR. McCULLOUGH—I want to answer Mr. Harrison's query. The elder gentlemen here; the older members, remember very distinctly, the many discussions on this floor, in this convention, that I personally had with the President of the National Broadcasting Co., at the conclusion of which Mr. Harrison put his arm on my shoulder and Mr. Harrison said: "Quit fighting. Go home and get a station." We did.

The resolution was adopted, as follows:

Resolved, That the American Society of Newspaper Editors, assembled in Washington for its annual convention, declare its disapproval of the action of the National Association of Broadcasters in undertaking to finance a court fight to break down property rights in news as developed through the years by newspapers and press associations, and be it further

Resolved, That this Society give to the Associated Press a vote of approval for the well directed effort it is making in the case of Station KVOS to outlaw piracy of news as practiced by those radio stations rebroadcasting published information without the consent of those who pay for gathering the news and its distribution.

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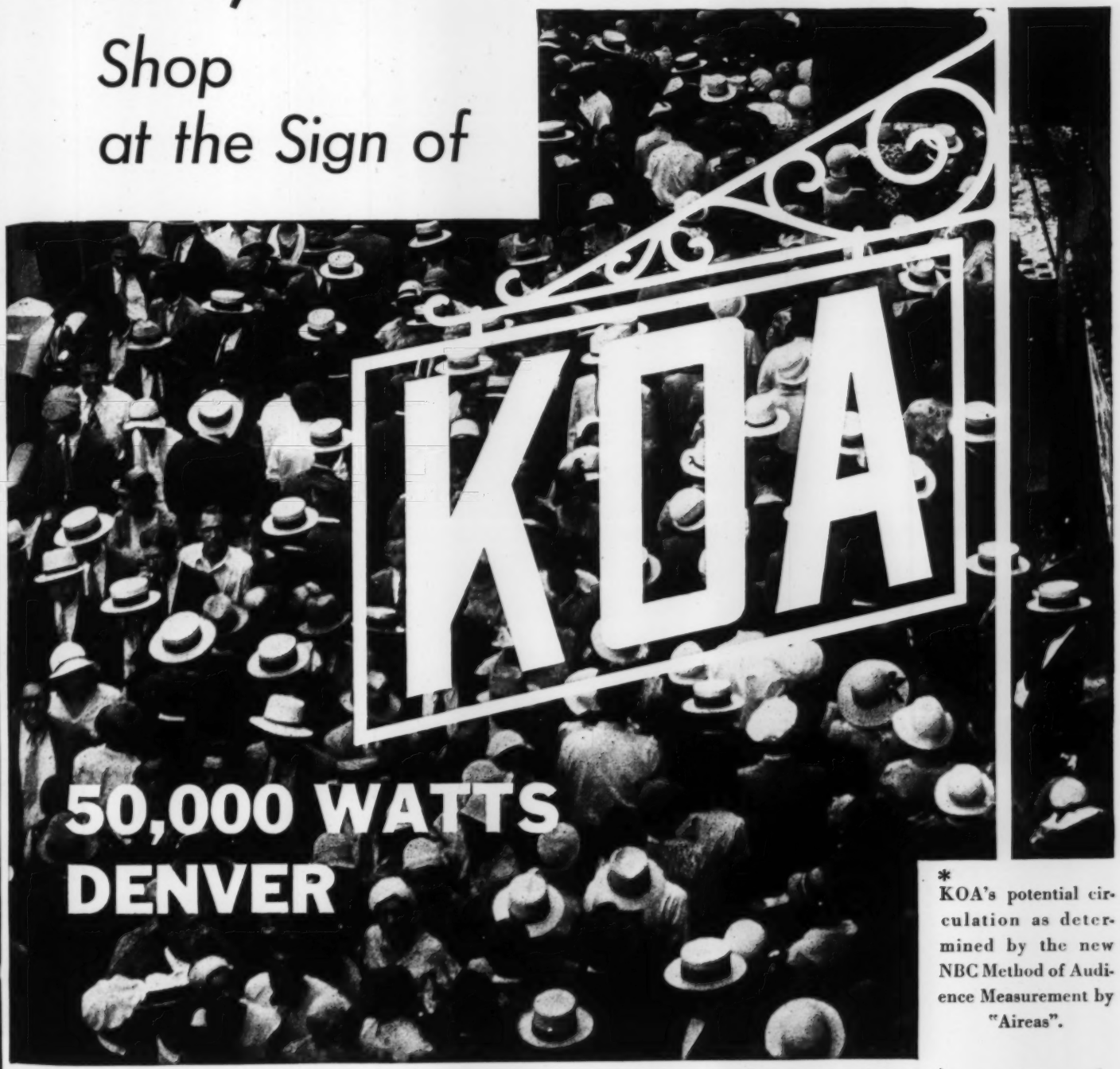

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